

How TV's Sale To Here: New Studios Less Starry

CBS-ABC Deal Gives Birth: Rumors Only

Paley Still Runs Vs. Dark Horses, Flicks, Wall St.

NEW YORK, May 12.—The of inconsiderable intricacies of the Columbia Broadcasting System's effort to purchase and or absorb in some other manner the American Broadcasting Company—and then renege certain unwanted ABC properties to a third group—became glaringly apparent this week when rumor and speculation on the deal deluged the industry.

Principals, during the little time they had away from the negotiations, treated the press to first-rate imitations of the sphinx, or demonstrated their considerable talents

(Continued on page 4)

NOBLE PHILOSOPHY

ABC Head Will Listen to All Offers From All Sides

NEW YORK, May 12.—Ed Noble, chairman of the board of the American Broadcasting Company, made the following comment to The Billboard this week concerning his company's current negotiations:

"We are, of course, holding conversations with CBS and others at the present time. I probably made a mistake in publicly stating my philosophy on this entire matter."

However, I am the major stockholder of ABC and, as such, I must look after the interests of the company's minority stockholders, so I must talk to anyone who wants to talk about purchasing or making any other deal with our network.

"The present negotiations are not in a definite state at all. They are in an exploratory stage. An announcement I might make in the next few days would be toward attempting to halt some of the rumors floating around. These rumors are annoying our advertisers and affiliates. I may have to issue a statement, spiking these rumors once and for all, and reiterating that the network is not for sale."

"If I wanted to, I could always reopen the 20th Century-Fox deal. They would have brought in know-how in entertainment features. In combination with our

(Continued on page 12)

Palace Folds Sticks Knife Into Audience's Dining Flesh

By BILL SMITH

NEW YORK, May 12.—The vaude boom which seemed to start two years ago, when the Palace revalued flesh, now has dwindled to such a degree that, where a year or so ago there was about 30 weeks' work available, it is now a bare weeks. The possibility is that it will be even less before the summer is over.

The Palace expects to close after its May 17 bill finishes its week. In its two years of operation, it used about 400 acts a year. While the shuttering is still being debated, the outlook is gloomy and the notices are still up. The Strand, a 52-week house, using top attractions, is also wavering between temporary and permanent dropping of stagehands. The Hartford

State, usually a summer casualty, is added to close earlier than usual. The Baltimore Hippodrome is in trouble.

The general fear in the trade is that many indies which had hopes of staying open or taking a week at flesh may follow the Palace at flesh may follow the Palace

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"Manana" In East Shattered Dreams

Stars Go-West Yet Won't Pay Off Due to Lack of Enough Niterly Bookings

By LEE ZIHTO

HOLLYWOOD, May 12.—A realistic look has begun to chill here that Hollywood may begin to dominate the TV field when microwave comes thru to the Coast next fall, with as much or more influence as it has exerted on radio. Two major factors have become obvious, militating strongly against such a development. First, a severe shortage of studio facilities will decidedly curtail the number of shows able to originate here. Secondly, a slender pool of supporting talent rules out any

considerable number of vaude-type shows on a consistent basis.

Altho a number of top-name comics, mainly on the National Broadcasting Company, have indicated a strong desire to switch their headquarters back to the Coast, this may not be feasible. Among those known to want such a transfer are Eddie Cantor, Ed Wynn, Jimmy Durante, Jack Carson, Martin and Lewis and others. Still, each of these needs supporting acts for their variety bills and the scarcity of vaude or niterly bookings in this area keeps an adequate supply of such talent to a minimum. A trek to the Coast for TV alone scarcely would be profitable.

The space, shortage problem, according to the industry, is acute.

(Continued on page 12)

Manila Gets OK for B'cast of "Darkness"

NEW YORK, May 12.—One of the most important outgrowths of The Billboard's plea that the message and impact of Sidney Kingsley's anti-Communist drama, *Darkness at Noon*, be carried to as many people as possible was culminated this week. Author Kingsley and the Playwrights' Company, in response to a request by The Billboard, granted permission

(Continued on page 46)

WALTZ HIT IN JIG TIME

"Tenn." Disks Sheets Top All Modern Pop \$\$

NEW YORK, May 12.—Tennessee Waltz, now in its final stages as an item of current pop culture, has earned for its publisher and writers a gross of approximately \$300,000 in sheet music sales and record royalties alone, and will have increased that sum considerably when the accounting of performances, radio and TV, and payment for transcriptions, synchronizations and foreign rights are added to it. The song, to this date, has sold a gross total of approximately 4,000,000 recordings and 1,100,000 copies of sheet music.

These figures at least partially confirm the general belief that Tennessee Waltz is the biggest song in the modern history of the pop song business. It certainly is the most sizable song of the past decade. It also is the top song to have been licensed by Broad-

cast Music, Inc., to that organization's better than 10-year history. Harry Fox, publisher's agent and trustee, states that, within his recall, no non-seasonal song has hit such disk sales.

The most remarkable aspect of the success is that it was created without benefit of the customary publisher coast-to-coast saturation exploitation method formula considered essential to the welfare of pop ditty. The song, penned by country writer-artist Peverly King and Redd Stewart, was published by the Acuff-Rose firm, whose only office is in Nashville.

The firm has no coast-to-coast exploitation or business representation in New York, Los Angeles and Chicago, the three traditionally accepted hubs of the music trade. As it worked out, this unprecedented and virtually un-

(Continued on page 12)

Ella Logan Sings Heady Air of Radio

NEW YORK, May 12.—Ella Logan this week was negotiating for a radio program with the American Broadcasting Company. Details of the show are not yet set, but would probably be a situation comedy with some musical interludes as a possibility.

It's unlikely a deal could be wrapped up in time for a summer boom so, if set, the show would be preeminent next fall.

DON'T FEAR TV, OR WHAT'S 50% AMONG FRIENDS?

NEW YORK, May 12.—At least one film man isn't scared by television—no more scared, that is, than he is of the atom bomb. M. L. Simons, assistant to H. M. Richey, head of the Metro-Goldwyn-Mayer exhibitor relations department, last week told the convention of the Arkansas Independent Theater Owners: "TV won't put you out of business. I see a lot of similarity between TV and the movies. They tell us now that, had the Japanese been prepared with simple air defense measures at the time the first atom bomb fell on Hiroshima, the casualty might have been reduced 50 per cent."

when they see that its policy didn't pay off. And it didn't. During the past three-four months, the Palace dropped between \$4,000 to \$5,000 each week, running anywhere from six to its present 10-act policy budgeted at about \$4,000 weekly.

At present there are less than 10 weeks' playing time available in the two-weekers in the big Broadway and Chicago houses. Baltimore has a week, Miami a week, Washington a week, and San Antonio's Alameda has a week. The dough in Miami's Olympia is comparatively small. Baltimore's Hipp plays occasional attractions, the minor act's dough is only so-so. San Antonio uses mostly territorial

(Continued on page 40)

Diskeries Impotent as Bold Pirates Muscle In

B. JERRY WEXLER
NEW YORK, May 12.—The rash of record bootlegging, with a score or more enterprising operators pressing and selling literally millions of collectors' titles from the catalogs of the major diskeries, has given rise to considerable speculation into the matter of the proprietary rights in the phonograph record.

The bootleggers have been developing to the point where they are now using distributors, and working right out to the open. Indictive of the impunity with which they are going forward is the label used by one of the most successful of the group—the label is a synonym for a symbol of piracy. The trade wags: "Why don't the major diskeries move to stop them?"

The majors have several answers. They are, of course, cognizant of the problem, and their legal departments have been investigat-

ing. They find it too difficult to track down the offenders if they find one. He flies the coop. It's expensive.

(Continued on page 12)

"Folies Berle" Ees Not So Funnee, Non?

NEW YORK, May 12.—The *Folies Berge* this week filed a suit seeking treble damages against Milton Berle, the National Broadcasting Company, the Texas Company, William Morris and its packaging subsidiary, Stellar Productions, in the United States District Court, Federal District of New York.

The *Folies* claims that the Texaco May 19 on NBC-TV featured the use of the French title as a trademark as background for the action in a skit without any clearance or compensation. Zisla & Marcus are the attorneys for the *Folies*.

On Board Backstage Paris Peek

By JOE CISDA

In addition to the pleasures involved in attempting to keep up with and report such fascinating Broadway news as the antics of the current Columbia Broadcasting System-American Broadcasting Company performers—news who-al-lead, the Louis Lurie-Warner Bros. manipulations, the ups and downs of pot-poties, the opening of stand-out-midway productions like the Royal American Shows who business newspaper guys occasionally have an opportunity to see a little good outside our own small world. When *Darkness at Noon* opened on Broadway some months ago, for example, we went out on a small campaign to spread its anti-Communist message into as many quarters of the country as possible.

We suggested to author Sidney Kingsley and the Playwrights Company that they make the show available royalty free to accredited college dramatic groups. Being the fine gentlemen they are, Mr. K and his cohorts wholeheartedly agreed. We suggested that more than a dozen important schools would offer presentations of the successful play the next year. The *Voice of America* then picked up the show and broadcast it overseas. And a couple of weeks later we got a letter, which was directed in extending the message of *Darkness* into another corner of the world.

The letter came from the Office of the President of the Philippines, DZFM, the People's Station, in Manila. Eddie Asquith, executive director of the station, said: "I have just read with considerable interest the front-page item in *The Billboard* re the Sidney Kingsley-Arthur Koestler anti-Communist play, *Darkness at Noon*. Claude Rains and produced by the Playwrights' Company. The People's Station, DZFM, which is owned and operated by the Republic of the Philippines is presently leading the people's fight against Communism, and for this reason I wish to solicit your help in securing, from the Playwrights' Company, permission to broadcast the play non-commercially and royalty free in much the same manner as permission has been granted to college groups in the United States.

The adaptation, of course, will have to be made by this station from a copy of the play to be supplied by the Playwrights' Company. I will sincerely appreciate any help you can extend to us.

We got in touch with the Playwrights and again they granted permission for the play to be broadcast in the Philippines some time in June.

—Paul Gouline
Our little effort in connection with *Darkness*, of course, is only

a part of the continuing campaign we have attempted to carry on for some time now to help in our own country the American operation.

Another and current phase of this campaign revolves about the rather close coverage of the overseas situation as it develops. It is possible because of the importance of this as there a study of the situation as it develops. It is possible to be made, and that the Voice should be strengthened to the greatest practical degree.

Occasionally we have been criticized for these excursions into the realm of world affairs, the sphere of what can only be considered show business in a purely non-commercial sense. "You ought to stick to show business," say these critics, "and keep your nose out of the world's affairs."

Maybe they're right, but we just don't see it that way. We're no experts on international intrigue, but we do believe that what Communism is, and what it is doing, is a clear and present danger to this country. We are not, however, in a position where we can, in whatever small way we can, to help keep it from taking over the world. We are, however, in a position to help keep it from taking over the world.

—Paul Gouline

TAKE A BOW! HE MEANS YOU

NEW YORK, May 12.—Show business got out of its all-time top plugs at the United Cerebral Palsy Society's 19th Annual Awards dinner at the Waldorf-Astoria here last week when Edward G. Robinson, who presided at the gathering that performers and show business generally have consistently contributed to great humanitarian causes both locally and generally of its talent and time than any other single group in the world.

Paris Peek

By ART ROSETH

Showbiz Ops Required to Post Prices

But NPA Modifies Ban on Materials In Some Instances

WASHINGTON, May 12.—Uncle Sam's defense controls agencies have issued regulations which restrict the construction this week affecting many segments of the amusement industry.

Topping the list was a regulation by Office of Price Stabilization (PS-11) tightening enforcement of existing freeze prices in all types of amusement industry service trades except any specifically exempted under the Defense Production Act. The order requires ballrooms, nightclubs, skating rinks and similar establishments to post price schedules conspicuously. The schedules must be no greater than the maximum established by the trade during the base period of last December 19 to January 25.

The order also covers amusement parks, bowling alleys and radio repair shops.

Authority of the new regulation, explained ops, is to plug loopholes for meaningful or undeveloped violations. The order, which also requires ballrooms, nightclubs, skating rinks and similar establishments to post price schedules conspicuously. The schedules must be no greater than the maximum established by the trade during the base period of last December 19 to January 25.

Meanwhile, National Production Authority modified its amusement construction ban to the extent of allowing for construction to be made to NPA on anything for the amusement industry preliminary to starting an actual project before last October 25, the date of the original amusement construction ban, or January 13, date of an amendment requiring that applications should be submitted to the degree that will enable NPA to determine whether the alleged site clearance was substantial and whether it was actually preliminary to a bona fide building and construction project to go forward to completion.

"If the application clearly demonstrates the fact that the project is a bona fide project," "specific authorization to proceed with the project can be issued," the NPA says.

The agency also announced that applications for building, structure or project for radio or TV stations.

Atomic Exhibit To Open in N.Y.

NEW YORK, May 12.—Radio Corporation of America, for example, for the first complete exhibit of the development of atomic energy in the city of New York. The exhibit will be open to the public from 10 a.m. to 10 p.m., Monday through Friday, at the 7th Regiment Armory, 10th Street and Park Avenue. Being brought to New York by the Armed Forces Day committee, the exhibit will be a series of events leading up to the annual Armed Forces Day. The exhibit, from the atomic bomb aspect, the showing will reveal peacetime uses of nuclear energy.

Also on display at the armory will be a display on the exhibit, See Yourself in Television and the Military Amateur Radio Service which will be facilities for sending messages to troops in Korea.

By ART ROSETH

PARIS, May 12.—A member of the special services division of the United States Army in Germany, the lack of unification of entertainment programs in the United States has been a problem for the U.S. Army in Germany. As an example, he cited the case of Bob Hope, slated to entertain the troops in Germany this month. Hope, our informant said, had been offered to be approached by high brass of the U.S. Army, who came especially to see the show, but had to be told, to make German personnel appearances for the Air Force. The higher the rank he held, the special services entertainment section of the army in Germany is said to be. Since it was a colonel of the Air Force who paced Hope for Germany, the captain couldn't do anything about it. This means that Hope will play Germany to 17 per cent of the military attached to the wide blue yonder, while 83 per cent of the personnel, foot troops and sailors will not see the comic. "There is a crying need," our informant stated, "for a real entertainment program in Germany and ration out all entertainment except the very various military orchestra."

Sugar Ray Robinson
May Do Vando Turn ...

Sugar Ray Robinson is seriously considering an offer to do a soft-shoe and trap-drum routine at a local entertainment center prior to his fight scheduled here the latter part of this month. If he accepts, it will be his first venture into the ring professionally. As one of his entourage is said to be, to his Sugar would love to take the job for the kids.

Broadway Typist Set For Paris Preem ...

The coming Paris theatrical season will be the first in a plan to do "off-Broadway" production of a new American play, Meyer Levin's *Complicity*. Levin, who is currently in Paris with a nostalgic look at the hungry 1930's, will be directed by the Parisian producer, Jean Cocteau. An American cast, recruited on the spot, is currently in rehearsal. The choice of the French capital as try-out ground for a Stern-bound production is unusual, but Levin says it is a Paris show business make sense.

The Levin production may well be the first in a plan to do "off-Broadway" production of a new American play, Meyer Levin's *Complicity*. Levin, who is currently in Paris with a nostalgic look at the hungry 1930's, will be directed by the Parisian producer, Jean Cocteau. An American cast, recruited on the spot, is currently in rehearsal. The choice of the French capital as try-out ground for a Stern-bound production is unusual, but Levin says it is a Paris show business make sense.

Added activity is supplied by the American Students and Artists' Tour, which is currently in Paris rehearsing *The Petrified*.

(Continued on page 46)

London Dispatch is limited this week due to the war correspondent Leigh Vance.

Washington Dance Over

By BEN ATLAS

WASHINGTON, May 12.—Don't be fooled by agreements coming from the House Ways and Means Committee's closed-door confab on a tax program for next fiscal year. Committee members are not harmonious. Situation is fluid despite the week's crop of tentative promises for personal income, corporation and amusement levy boosts. Increases are definitely in the air, but revisions in current agreements are sure. Also certain tax boosts will be less extreme than those proposed by President Truman.

There are Still Enough \$5's for Fungus ...

Coin available for amusement spending is still on the rise, according to Commerce Department's latest figures. Personal income in March soared to an annual rate of \$24.1 billion, a jump of more than a billion over the previous month. ... Look for Ben William D. Benton (D, Conn.) to sound off on the Senate floor on his resolution for a congressional examination of TV. Benton is chafing over the Senate Interstate and Foreign Commerce Committee's inaction on the pro-

posal. ... House Un-American Activities Committee, which resumes hearings Tuesday (15) on Communist infiltration in the film industry, its summer schedule wide open for the time being. ... The House is expected to face difficulty in rounding up witnesses. One committee staffer says that the House is expected to face difficulty in rounding up witnesses. One committee staffer says that the House is expected to face difficulty in rounding up witnesses. One committee staffer says that the House is expected to face difficulty in rounding up witnesses.

State Dept. Batching Midget Set Reaching ...

State Department is quietly batching research to produce radio sets for the military and for the services. Three kinds of sets are being explored under an existing contract. One is a short-wave, tube-powered set; a second is a

medium-wave receiver; third is a medium-wave crystal receiver. Object is to get the midget sets developed on a mass scale for distribution abroad where U. S. programs might be heard. Research is outcome of an idea originally voiced by RCA Board Chairman David Sarnoff. ... Research is outcome of an idea originally voiced by RCA Board Chairman David Sarnoff. ... Research is outcome of an idea originally voiced by RCA Board Chairman David Sarnoff.

Looks Like Industry Facts Few Controls ...

Industry is in the clear, so far as new controls legislation is concerned. Congressional action on the new defense production act is preparing to extend the present law's exemptions for amusement industry items such as theater admissions and radio-TV advertising. ... Industry is in the clear, so far as new controls legislation is concerned. Congressional action on the new defense production act is preparing to extend the present law's exemptions for amusement industry items such as theater admissions and radio-TV advertising.

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By LEE ZHITO

Seeks Open Door for Those Who Talk ...

Wood praised both Larry Parks and Sterling Hayden for their cooperation with the committee. He stressed that such persons should be given a fair trial in the industry rather than given the boot. ... Wood praised both Larry Parks and Sterling Hayden for their cooperation with the committee. He stressed that such persons should be given a fair trial in the industry rather than given the boot.

There are numerous ex-Communist actors in the industry, some of whom were affiliated with the party for a short time but who could shed valuable lights on the party's activities here. With some earnestness, however, despite the office, these people are afraid they would lose their jobs and, therefore, hesitate to tell their high-paying positions by being co-operative with us.

While Wood seemed to sympathize with the Red-tainted picture people, he was equally understanding when it came to their work in the industry. He said he realized that the picture producers had to protect the

box office, and that was their fear of the public's reaction to Red-tainted names on the marquee. ... box office, and that was their fear of the public's reaction to Red-tainted names on the marquee.

Helped Anti-Red ...

Edward G. Robinson, for example, gave a clean slate by the House committee when it was announced that he was not a member of the Red gang. ... Edward G. Robinson, for example, gave a clean slate by the House committee when it was announced that he was not a member of the Red gang.

According to Wood, some of the former witnesses may be recalled as a result of testimony given here. Currently awaiting hearing are an additional 20 Hollywood witnesses who are being determined now to be called as special witnesses.

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B Lurie Vastout Reviews Starts New Tumors

Collapse of Deal for Film Co. Stock
Raises Reports It Was Trial Balloon

NEW YORK, May 12.—Collapse of the Warner Bros.-Lurie negotiations last week gave rise to almost as much rumor and speculation as did the original deal. The Warner Bros. is releasing an announcement of termination of the dickering was in itself largely responsible for some of these rumors. At least half of the release was devoted to a Warner Bros. eulogy on Louis Lurie.

The release credited to Harry M. Warner, president of the company, said: "Speaking for my brothers, Albert and Jack, and myself in the matter of the bid made for the personally owned stock in the corporation by Louis R. Lurie, all negotiations have been amicably ended. There will be no sale of our stock to Mr. Lurie and his associates. . . . These negotiations have been conducted and concluded on a most friendly basis made possible by the mutual esteem for and the confidence in each other of Mr. Lurie, my

brothers and myself. We have known Louis Lurie for more than 20 years and always have found him upright and straightforward in his dealings. He is one of the most brilliant and successful business men in America."

The release also stated that the "entire attention of the Warners will be on the schedule of motion picture production which is on Lurie's mind." The most forward-looking program in the history of this company.

Fact that the announcement made a point of referring specifically, and exclusively, to the termination of the Lurie deal, and to no other proposition, gave rise to the report that some bidders were continuing back-room talks with the Warners and that the company might yet be sold. The back-slapping of Lurie promoted the uncertainty that the Lurie bid was purely for the purpose of stirring up other prospective bidders for the Warner stock.

TELEVISION

Silvers Sterling in "Comedy Hour" Bow; Abetter by Viv Blaine, M. & I.

By SAM CHASE

Phil Silver's debut on the National Broadcasting Company's Sunday Night (8-9 o'clock) Comedy Hour was an auspicious one. Albeit he had Martin and Lewis on hand, and assists from Vivian Blaine and Joey Faye, it still was Silver's show, and he dominated it thoroughly. In fact, he was on for a monolog routine for the first 15 minutes of the show, with some help from Hal Hastings at the piano and the boys in the band. It was sock stuff, much abetted by Silver's delivery.

Miss Blaine also scored nicely, first with her rendition of What Is This Thing Called Love, done in

torchy fashion, and winding up with a dance routine with four guys in mustaches and tails. She also did fine as a dumb blonde in a scene with Martin and Lewis, with Silver, who assayed the role of a hamsome who got on Oscar by mistake, only to have it given to the horse who co-starred with him. The duo also did well with When You and I Were Young, Maggie, Blues.

Martin, Lewis, Lorie
Martin and Lewis, who had headlined the show the week before, filled most of the last half of the program, and if anything, were even in better form than on their

own show, mainly because their antics were lashed out in smaller doses and set off by Silver's less frantic delivery. Production, too, was smooth and swift-paced, leading to a fine over-all effect. Silver seemed to hit his element, and his showing warranted more outings.

(Commercials were Colgate's usual plugs for Palmolive (live), Halo (film and live), Ajax (film and live), and Colgate toothpaste (live). The latter was fumbled about, apparently due to an incorrect cue to the things doing it, leading to a messed-up tag line. Sunday (6), 8 to 9 p.m., NBC-TV

CARNIVALS

Quality Keptnote of Standout Royal American Powerhouse

By HERB DOTTE

MEMPHIS, May 12.—The 1951 Royal American Show, the nation's largest traveling circus, is a powerhouse of pulling power and money-earning potential.

To better than amusement rides, 15 of which are major deities, and an even dozen midway shows of varying attraction level up. Numbers, however, only begin to capture the strength of the Royal. Accent is on quality entertainment, capacity to accommodate huge throngs with dispatch, brilliant, spectacular lighting and arresting, king-sized show fronts.

Their edition equals or sur-

passes its predecessor. Unit-wise, the 50-car show carries more money than last year's. It provides its addition up to the total of kiddie rides to seven and rounds out the strongest battery of rides touring under one banner. There are the same number of shows as last year's, but the Royal's three top-grossers pack more sock entertainment than heretofore and one of the trio, the Side Show, offers what may prove the biggest draws to hit the business this season. The Jones Siamese twins, Yvette and Yvonne, comprise this attraction.

Joined at the head, the two-year-old Negro twins are presented in a new 25-foot-tall cage, topped by a large display-type window on one side. The twins joined RAS after the recent Memphis Cotton Carnival after the Loretta Bros. RAS Side Show, successfully defended their contract to exhibit them over the claims of other showmen.

Veteran observers figure the twins' work will provoke widespread publicity and that the Loretta's will do whopping big when it hits areas such as Minneapolis. (Continued on page 62)

P. Taubman, Musician, Earns 50G a Year; Who's Taubman?

NEW YORK, May 12.—Tubber proof that a musical artist can average over \$50,000 a year and remain near-anonymous is the case history of one Paul Taubman. The New York organization man, who is the basis for a rags to riches story that begins in Winnipeg and continues thru the Midwest, the plush speakeasies, post-prohibition cafes, the United States Army and winds up with some 30 radio programs a week and the ownership of a restaurant.

While admitting to an annual income of about \$50,000, Taubman's yearly take is said to be considerably larger than that. The organizer's current schedule has him tinkering with the Rosemary and the Perry Mason soap opera over the Columbia Broadcasting System. True Detective Mysteries and the Benjamin Moore Show over the National Broadcasting System. All are across-the-board affairs. Taubman also does a remote from his restaurant, the Peachtree Club, three nights a week, plays on the Sawtelle-Crawford show over the National Broadcasting Company and is currently music director of the CBS Dr. Christian program. On disk, Taubman is represented on RCA Victor, Peter Dinklage and Beacon. He also manages to cut a regular show for the Voice of America.

At Peachtree Club, once a Central Park South professional building, faces the park which, says Taubman, is the greatest attraction

U.S.O. Routes Ciggie Units

NEW YORK, May 12.—Armed forces camp show activities showed marked signs of rejuvenation here this week, with the first U.S.O. unit, the reconstructed organization being launched, and plans for sponsored units in the wind. A Cornell Caravan unit of five acts and a hand headline by Elton Britt will break in this week at local haunts, including Mitchell and Stewart fields and the Town Hall. The tour, for a five-week tour of the Pacific area, including Korea, May 19. Unit will put together a show, operated by Willard Alexander.

An Old Gold amateur hour takes the European Theater is planned for next month, the no publicity has been signed yet. It is understood that the amateur hour has submitted 15 acts to U.S.O. for approval.

The U.S.O.'s own first unit under the new program took off from the East Coast. The first unit today winging westward, with San Francisco as the first stop, then Japan. There, itinerant of bars and hospitals through the Pacific, and Tokyo, and also to the Pacific arranged. It is understood they are committed to at least eight shows, a list of seven is headed up by Jack Powell, comic drummer. Show broke at 10 P.M. at Gov. Governor's Island, Thursday (10).

A second U.S.O. unit is planned for July, funds pending. It is reported that Jack Benny has agreed to go with a unit of four acts, including also to the Pacific.

During World War II, sponsored units must make arrangements for tours of army bases thru U.S.O. Camp Shows. Sponsor pays the talent costs and U.S.O. takes care of lodging, transportation, itinerary and approval.

LEGIT

Ferrer Flair for Staging, Good Performances Wham 'Stage Across

By BOB FRANCIS

A war play with an all-male cast reaches its climax at any time. To bring one in—in the month of May—with summer doldrums just around the corner takes an intrepid entrepreneur like Joe Ferrer. However, he happens so often to Ferrer, he has landed on his feet again with Stage 17 (the title derives from the name of a German prison camp of World War II) looks like a solid tenant for the 48th Street Theater.

Stog has no significance as a war documentary. It is precisely what its authors, Donald Bevan and Edmund Trzcinski, call it—a comedy. Since the business, both spent two years inside his barbed wire, they knew where they were and have come to the

a rousing, tingling melo which unashamedly takes its comedy bookum in all directions, but looks, sounds and smells authentic. Stage with all the Ferrer flair and acted for every ounce of its comedy and suspense by a splendid cast. Stog can start with the best of entertainment values and become a long run for this year.

The action centers around a group of American soldiers in prison. The food is slop, the barracks stink, but somehow most of the men manage to retain a bawdy sense of humor and get on together in the most amusing of badgering their guards.

However, there is a spy in their midst who practically all activities

are reported to the authorities all about. If they happen, one is particularly suspected, but the authors waste little time in letting the audience know the identity of the real culprit. The crux of the matter is the breaking down and final punishment of the quality party in a manner which picks excellent enough for any one evening.

If the humor and the comedy should frequently be a little blue side, they nevertheless do not seem out of place. Most of the men whose tension has to find some outlet from equatorial and boredom. In addition, the play is staged and played through with some complete realism that calling a

(Continued on page 44)

The Billboard

The Amusement Industry's Leading Newsletter

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TELEVISION

Mental Health's "Angry Boy" an Excellent Pubbery Offering

By PAUL ACKERMAN

The Angry Boy has no professional actors. It was filmed at the Child Guidance Clinic in Lansing, Mich., using staff members as chief characters. It is a compelling and heartening piece of work, revealing the psychiatric approach to the problems of childhood.

Clara Focht poses the problem—that of a 10-year-old boy who is emotionally injured—more, frustrated child who is a victim of family tensions. The film picks up at this point, showing scenes of the youngster's school sessions and family life. When he comes a little more at ease with the clinic, the remainder of the film delineates the mode of treatment—the

methods of unraveling the youngster's thoughts and conflicts—all of which necessitate probing not only of the child's motivations but also an investigation of the entire family circle. How knowledge and understanding bring about a more healthful emotional atmosphere, with consequent improvement in the child—is the main burden of the program.

What is remarkable about the show is its simplicity, its dignity and its directness. The non-professional actors are splendid in the degree to which they imbue the film with sincerity and importance.

Increasing use of such TV pro-

TELEVISION RADIO

NBC FALL PROGRAM: FEWER STARS
AHEAD FOR THE COLUMBIAS

"4-Star Review" to Saturday Night;
Kate Smith Vs. Godfrey on Wednesday

BY JERRY FRANKEN
NEW YORK, May 12.—A plan is in the works whereby the National Broadcasting Company TV network will shift its *Four-Star Revue*, now on the air Wednesday nights from 8 to 9, to Saturday nights at the same hour, preceding the Sid Caesar-Imogene Coca-Marilyn Liebowitz Show of Shows. The Wednesday night hour will be filled by Kate Smith in a video version of her highly successful *AM* variety series. She will continue her *r. o. c.* daytime series on NBC-TV.

This change appears to be part of a general shift impending at NBC-TV which will find the roster

NBC, ABC Chi
Staffers Guard
Their Necks

CHICAGO, May 12.—Employees at the National Broadcasting Company here were restless this week to leave for New York City, and many pink slips will be passed out by the end of the week. NBC staffers are expected to be announced here or after more meetings with New York City.

(Continued on page 47)

Sis Steel Eyes "Guild"
Switch to CBS in Fall

NEW YORK, May 12.—The heavy billings and prestige attendant to the U. S. Steel Theater Guild on the air radio series this week secured headed for the Columbia Broadcasting System. The network and its agency, Batten, Barton, Durstine & Osborn, are expected to reach a decision early next week on whether to switch the series to CBS or renew on the National Broadcasting Company for the fall. CBS is regarded as having the inside track at the moment.

If the switch is made, the Theater Guild will give up its traditional Sunday night airings, which it maintained first at the American Broadcasting Company and more recently at NBC. There is no word on the series' best-time on CBS Sundays and that web is seeking a clear 60 minutes on Wednesday night for the program. With the Hal Peary show, a sustainer, will

"People" To
Remain on NBC

HOLLYWOOD, May 12.—Art Linkletter's *People Are Funny*, spread this week by radio sponsor, the Cigarette Company, a successful 10-year run, will avoid the TV time slot of the radio package John Gude's. Show was dropped because Brown & Williamson wanted to channel its radio broadcast bank roll into tele. According to Gude, *People* which, but Linkletter will add to his tele activity next season. Linkletter's *People Are Funny* at present *Life With Linkletter* is emcee-comic's sole TV show. *People* goes off the air at the current cycle. While no new sponsor had been set at press time, Linkletter said talks were being held with three bankrollers who had expressed interest in the Linkletter radio seg.

of NBC comedy stars doing fewer shows next fall. There'll be some exceptions, such as the popular, notably Eddie Cantor and Martin and Lewis—but otherwise it will hold. Why, it means that NBC is now taking the slant that even a once-a-month full-hour show is too much of a load for most comics.

Under this concept, NBC will probably schedule a greater number of comics for the *Four-Star* than the incumbent group—Dorothy, Danny Thomas, Joe Carson and Jimmy Durante. At the same time, in order to keep the level of the comics' incomes at their present figures, NBC will spot them for a greater number of guest spot appearances—many of them on the new Kate Smith show. NBC has been doing deals with Fred Allen ever since he held his spot in the Comedy Hour series sponsored by Colgate.

"Comedy" influx
The latter show has not yet been renewed, with Colgate cur-

CBS Changing
Shoes Midstream

NEW YORK, May 12.—The Columbia Broadcasting System's new network this week lost one footstep sponsor of a 15-minute time period and picked up another. After yesterday's telecast (11) Sunday Shoes will no longer pay the bill for the 5-5:15 p.m. segment of the *Lucky Pup* across-the-board show.

Burkart Shoes, however, takes its network plugs into radio with the bankrolling of *Patricia Johnson*, former ballerina into video with the 6-6:45 p.m. Saturday slot on 20-station network. Winous-Brand's company is the agency for Burkart.

CBS Changing
Shoes Midstream

ing the 9 to 9:30 p.m. slot, Theater Guild is set to get either the 8:30 to 9:30 or the 9 to 10 period.

The move to CBS is being made moving the Dr. Christian show (8:30 to 9) elsewhere, or, in the meantime, shifting *Patricia Johnson* from the 9:30 slot to new packages. Odds are that Dr. Christian will be transferred "7" the interest of a stronger line-up.

It is known to have made a very strong bid to get the slot. The main reason of its pitch has been the fact that CBS has a sustainer, has pulled an audience comparable with that obtained by the *Patricia Johnson* show. In addition, by switching to Wednesday, the show would avoid the heavy competition of the strong TV line-ups on Sunday evenings.

NEW YORK, May 12.—The independent television packages, now being marketed with a constantly shrinking market, according to a study by the National Bureau of Economic Research, showed a 14 per cent drop since July, 1950, the number of indie-produced packages declined 15 per cent. The study noted that the growing trend of network ownership of independent agencies on behalf of their clients to produce their own shows is cutting into the indie's market for the private producer.

Last July Ross Reports summarized the indie's share of advertising by web, agencies and packages for the period 1948 thru 1950. The study showed that 43 per cent of the packages were produced by indie agencies, 40 per cent by indie producers, and 17 per cent by indie agencies and producers. The study also showed that 50 per cent of the packages were produced by indie agencies, 40 per cent by indie producers, and 17 per cent by indie agencies and producers.

recently re-evaluating all its radio-TV commitments in preparation for the new fall line-up (see page 47). Meanwhile, NBC is just completing its plans for next fall. The Comedy Hour line-up for submission to Colgate. Chances are the three permanent toppers will be Eddie Cantor, Martin and Lewis and Tony Martin, with the latter using some of the NBC comedies as guests. The fourth Sunday night of this show is sponsored by Frutiger, believed set on renewal, using Bob Hope and Bea Lillie among others.

The new NBC comedy line-up, which is now being mapped by Sylvester L. (Pat) Weaver Jr., NBC TV exec, shows up as even stronger than before. The Saturday night 8-9 hour has been a sore spot for some time, with

(Continued on page 47)

DuMont Sees
Pit in ABC
Video Clients

NEW YORK, May 12.—The DuMont television network is reportedly planning to pitch to every advertiser now using American Broadcasting Company TV facilities to shift their business from ABC-TV to guess where. The action is a direct result of the on-air, off-air routine of selling ABC and ABC-TV.

DuMont's basic pitch is going to be that ABC-TV is a "dead end" to the advertiser. The network is to only a question of time before ABC-TV will be parceled out in some fashion. According to DuMont, who will argue, why not get a piece of the pie now on ABC-TV web in a position to deliver one?

Second phase of DuMont's pitch reportedly will be that it will be able to cut production costs below those of its competitors, especially when its new 6th Street station are completed.

INK STAINS TO
GREASE PAINT

NEW YORK, May 12.—Gordon Allston, feature writer on the *Herald-Tribune* here, came up to do a yarn on New York, and stayed to become an actor. He is now on WCBS-TV. The newspaperman is being offered a \$10,000 salary. He will get himself several weeks' taping work in addition to his newspaper work. *Herald-Tribune* says to have to eat.

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ABC O. & O. AM-TV STATIONS
FIGURED WORTH 16 1/2 MILLION

NEW YORK, May 12.—Herewith are extremely conservative estimates of the worth of stations owned and operated by ABC and not taking into consideration foreseeable potential and other important factors of the owned and operated radio and television stations of the American Broadcasting Company.

Radio Stations	TV Stations
WJZ, New York \$2,000,000	WJZ-TV \$ 5,000,000
WENR, Chicago 500,000	WENR-TV 1,000,000
WABC, New York 750,000	WYZZ-TV 2,500,000
KGWZ, San Francisco 1,000,000	KGO-TV 1,250,000
KTLA, Los Angeles 1,000,000	KTLA-TV 1,250,000
Total \$5,250,000	Total \$11,250,000

Over-all total estimated value of both AM and TV operations then would be some \$16,500,000, based strictly on present earnings. CBS bidding reportedly has fluctuated between \$26,000,000 and \$30,000,000 for the ABC holdings.

Who's Buying ABC?
Everybody's in Act

• Continued from page 1

for double talk. (See separate story this issue.) At week's end, one thing was clear—the deal was neither on nor off.

NEW YORK, May 12.—All negotiations for the sale of ABC were broken off over the week-end. United Paramount Theaters, which had succeeded ABC as the principal, and Edward J. Noble, chairman of ABC, were unable to come to financial agreement concerning the proposed cash and stock transfer. The arrangement would have provided that CBS buy from Paramount some of the ABC key-city TV stations. Previously, negotiations involving CBS and ABC with George Sterling and William O'Neil, whereby the last two named would have acquired properties which CBS could not have taken over because of duopoly regulations, had also collapsed.

The statement appearing on page 1 of this issue concerning ABC's negotiations was given by the *Herald-Tribune* by Edward J. Noble prior to the collapse of the ABC sales negotiations.

The trade grapevine, however, developed as lush a crop of fruit as has been seen in the industry for many a year. One report had it that Monday night (7) the deal had been consummated. On Tuesday morning, however, according to this report, Ed Noble, ABC board chairman, had changed his mind about the purchase price and had decided to ask for roughly an additional \$10 million. This report had been made more certain of the CBS negotiators are said to have moved straight into the strategical planning of the morning meeting, scrambling uncomplimentary remarks about Noble's attitude. The dickering was then said to have been reopened with only the claim, that the judicial attorneys for all parties concerned studying the problem and trying to find a workable solution.

The mysterious third party of parties, strenuously interested in purchasing from CBS any unwanted portions of ABC, were variously said to be the *Herald-Tribune*, the For the Industry (Georgia) (Storer's) group. Storer was said to have left for Detroit and is said to be in Chicago. (Continued on page 47)

Colgate May Drop Dennis Day
In Revamp of AM-TV Line-Up

NEW YORK, May 12.—Dennis Day may be dropped from his current radio series by Colgate Palmolive-Peet Company. It was reported that the program airs at 9:30 Saturday night on the National Broadcasting Company.

Decision on Day will be made within the month, with the company currently re-evaluating its entire AM-TV schedule insofar as the future of the network is concerned. The company now sponsors, among others, Judy Canova, Mr. and Mrs. North, Bill Stern and Orin Mas Brooks, all on AM, and the Comedy Hour on NBC-TV.

Stern and Brooks are said to be sure for renewal, as is North, which is being continued during the summer. Major question in the case of the stanzas is the price factor. Colgate will be cutting down on AM talent but

Joseph H. McConnell and Sylvester L. Weaver, NBC president and vice president, respectively, were at the Colgate office yesterday (Friday) to outline plans for the Comedy Hour next season. It is considered virtually certain that Colgate will be looking for a new grossed-out extravaganza opposite Milton Berle.

The network is presenting to the producers of the 15-broadcast name comedy-variety stanzas who are planning for the Comedy Hour's rating next season. Food Stores Corporation is composed of the middle-of-the-road extravaganza and last season took a sponsored *Star Time* million dollar show.

Franklin Bruck is the agency.

NEW YORK, May 12.—Top sales executives of the Columbia Broadcasting System Monday (14) will make a final decision on the new Food Stores Corporation in Chicago in an effort to wrap up its sponsorship of the middle-of-the-road extravaganza opposite Milton Berle.

The network is presenting to the producers of the 15-broadcast name comedy-variety stanzas who are planning for the Comedy Hour's rating next season. Food Stores Corporation is composed of the middle-of-the-road extravaganza and last season took a sponsored *Star Time* million dollar show. Franklin Bruck is the agency.

Studio Shows Under Pkg. Biz
14% in Less Than Year

NEW YORK, May 12.—The independent television packages, now being marketed with a constantly shrinking market, according to a study by the National Bureau of Economic Research, showed a 14 per cent drop since July, 1950, the number of indie-produced packages declined 15 per cent. The study noted that the growing trend of network ownership of independent agencies on behalf of their clients to produce their own shows is cutting into the indie's market for the private producer.

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FREE! FREE! FREE!

For Show Business and Show People Only!

If you are in any branch of show business and will be in New York between now and May 28, 1950, you can get a free ticket to

PINT PARADE

The Greatest Star-Studded Production Ever Presented

HERE IS A PARTIAL LIST OF THE STARS WHO WILL APPEAR:

MILTON BERLE

VICTOR BORGE

DOROTHY COLLINS

PERRY COMO

DAGMAR

LARAINÉ DAY

FRANKIE LAINE

SNOOKY LANSON

SAM LEVENSON

FRANK SINATRA

KATE SMITH

GLORIA SWANSON

EILEEN WILSON

WALTER WINCHELL

MARLO LEWIS, Producer

●
AT THE

CENTER THEATER, NEW YORK

May 29-12 Midnight Till Closing

●
This show constitutes the grand climax of show business's own drive to get 3,000 pints of blood for the American Red Cross, to be used by our armed forces in Korea, and for show business's own blood pool.

Any person in show business who contributes a pint of blood in connection with this campaign, gets a ticket free!

MAKE

YOUR APPOINTMENT

TODAY


} **CALL JUDSON 6-3000**
OR
GO IN PERSON TO THE
AMERICAN RED CROSS
UNITED ENTERTAINMENT
INDUSTRIES BLOOD CENTER,
SUITE 143,
HOTEL ASTOR NEW YORK

DO IT TODAY! ONLY 3,000 SEATS AVAILABLE! FIRST COME, FIRST SERVED!





It's part of the landscape



Nobody needs any more proof that television has become an accepted part of our daily lives.

Nevertheless, attention should be paid to that word "daily." More and more, television is stretching itself around the clock. 90% of all U.S. television stations are now on the air before 2 p.m., and by next year most of them will be broadcasting before *noon*.

Priceless franchises are right now being bought up. Big shows, big talent, and big advertisers are moving in wherever you look. Indeed, 6 of the 7 biggest advertisers of low-unit-cost products are already in.

Before you know it, daytime television, like nighttime, will be a sell-out. And before *that* happens, you'd better be there.

And when you start looking at daytime, you'd better look at CBS. The same skills that have always made CBS programming stand out are now operating in daytime television. Here you will find the first big afternoon comedy-music-variety shows, for example—Garry Moore and Steve Allen—and television's first serial story, "The First Hundred Years."

CBS Daytime Television is in business to serve the kind of advertisers who have always known you have to get up early to stay ahead of competition.

CBS TELEVISION

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Today's Baseball

WMGM, New York, 7-30 p.m.
Monday-Friday

This program is an improvement in only one department—it's crowd noises which are an integral part of the recreation of baseball games played during the day. Currently, no matter what kind of ball or series the game is, the crowd sounds like the atomic bomb is blowing. It's a little too loud and not to the audience's sense of realism.

As in the past, the show is more than an adequate substitute for baseball listeners who can't find the time to catch live baseball in the afternoon. As usual, Bert Lee does a crisp, competent job of sporting the games. A surprise, however, was the fine Mike manner of Bert Lee Jr., who was substiting for Mike Glickman. Junior is almost ready to step in papa's shoes, except for the fact that the old man changes his voice and tone better in accord with events.

Senior, too, was better in his spilling of the commercials. His play for sports events on the radio. "World-Telegram" had more punch. Bert Lee Jr. handled the Personals and the commercials, and did not accept—enough key words. The plus, however, which told of the low price of the item over the good.

Leon Morse

The Dean Cameron Show

WJZ, New York, 4 p.m.
Dean Cameron recently moved his across-the-board broadcasting activities from WOR, New York, to WJZ, American Broadcasting Company's Manhattan outlet.

(Continued on page 20)

Co-Op Newscasts
Up 60% at MBS

NEW YORK, May 12.—Sales of Mutual Broadcasting System's co-op newscasts are up 60 per cent higher this year than last, according to a report from the web's co-op department director. Mutual's six co-op news programs, which are broadcast to 510 stations as compared to 510 last year, are up 60 per cent higher for any network co-op. Station sales gains chalked up by the five other Mutual commentators since May are: Cady Brooks, 28 to 86; Bill Cunningham, 50 to 80; Cady Brooks, 124 to 129; Bob Hurst, 14 to 65; Mutual News reel, 22 to 81.

Mutual's 1981 Game-of-the-day series is also performing well sales-wise. First-month returns reveal a preliminary list of 288 stations carrying the series, with a total of 1,351 sponsors.

Seek Trade Views
Before TV Filming

NEW YORK, May 12.—An ad hoc trade review panel, similar to that of the motion picture industry's preview audience committee, has been set up in the TV film packaging field. In an effort to cut down on the number of cancellations and production faults, Burt Ives is making a concerted pitch for advance trade reviews of his new video series. Famous Tapes, prior to actual filming of the entire package.

The balling series is being pitched to trade press party at the RCA Exhibition Hall, New York, Wednesday (16) afternoon, at which time he will show the first 30-minute episode of his projected video series. On the basis of critical comment received at that time, producer-director Barker is planning to make any necessary alterations on the finished flicker.

THIS TIME

BIG AGGLE

Videofilm Set Needs
Production Line—Wisbar

HOLLYWOOD, May 12.—Video filming requires entirely different lot facilities from those used for regular motion pictures. This is the finding of Frank Wisbar, producer-director of the *Fireside* video film series, after turning out some 100 TV pix.

Wisbar is out now to buy a lot of his own to be converted for television use. He has secured a considerable financial backing for the project, and is now angling for the Eagle-Lion lot, site of the *Fireside* shooting, which he estimates would cost him a \$1,500,000 unit was hung on the place.

His contention is that, in TV films, mass-made, and a lot must be equipped for assembly

line type of production. Facilities must be set up to permit cutting to save time and reduce the production nut. He adds that about 100 to 150 cameras are currently equipped to facilitate rapid TV film production.

Wisbar said that negotiations for the Eagle-Lion lot still are hanging fire, but that it will take a considerable further investment to convert it to his needs. Should the project be approved, he says, he is angling for the Eagle-Lion lot, site of the *Fireside* shooting, which he estimates would cost him a \$1,500,000 unit was hung on the place.

His contention is that, in TV films, mass-made, and a lot must be equipped for assembly

A DOLLAR SAVED

New TV Audition Gimick
Uses Tape, Still Photo

NEW YORK, May 12.—A new gimmick to cut down the costs of auditioning shows for television was introduced by Young & Rubicam last week when it tested a new audition series (Sanka Coffee (General Foods). Already dubbed the "two-bit" line, the series will use a combination of tape recording and still photographs.

The show involved is called "Who's Whose?" and is being produced by Y. & R. by Lester Lewis. It's a panel format, wherein the panel makes a spot which they believe to be their husbands (and

view versa) out of groups of participants.

The audition process, the program was tape-recorded, with the series of stills being taken at the same time. The stills were later mounted into what might be described as a "flip" presentation, so that by flipping the pages of the tape was played back, an idea which, the agency says, has been achieved. It's a throw-back to cartoon books of years ago.

The industry has been for some time seeking a means whereby the terrific costs of filming auditions for video could be eliminated. Haven't got to chalk drawings yet.

TV Talent and Show Tips

Ellis Island Film Series

There's a timely public service video feature in the arrival of the new film series, *Ellis Island*. A TV series spotting interpreter-interviews with aliens and with the series (Sanka Coffee (General Foods). Already dubbed the "two-bit" line, the series will use a combination of tape recording and still photographs.

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view versa) out of groups of participants.

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Clark Dennis

The golden pipes of Clark Dennis, currently heard at the Los Angeles Coconut Grove, would lend themselves well to TV, as would the way he says and manner. On recent years Dennis has gained considerable respect and a pleasing stage personality which has kept him happy in the top night spots. These call the series a video could build a thoroughly enjoyable tale. L. Z.

Dorothy Day

Dancer, current in Ken Miller's musical, *Hill the Road*, starring in Hollywood, is an attractive and popular actress who has been used for production numbers or solo showing. The in her teens, she has a remarkable presence, a pogo-stick bit, a refreshing number of her own, and is adaptable to TV. Comic and ballet roles, she has a repertoire, offering a well-rounded selection for television. J. B.

Bob Eberly

It hasn't hit the eye yet, but according to the disk barometer, the new music trend is in the favor of the lads with guts in their pants. For a rawbone baritone and a well sung song, Bob Eberly fits the bill. Eberly, with a decade ago was among the nation's top sellers (Marie Ellery), was re-signed to the label, and is staging a fast comeback. His pleasant appearance and personality, along with a versatile song style, make him suitable for any TV show. L. Z.

Coconut Grove

Oldest and probably best known of the Coast's swanky spots is a good bet as a tele show origin point. Room for many years has had the glamour build-up through the country, both via pictures and radio remotes, and given the proper talent and treatment, a TV series would command a large national audience. Manager Ashton Stanley is tele-minded, but so far nothing has happened. L. Z.

Science Fiction
Series Readied
As Adult TV Fare

NEW YORK, May 12.—Packagers Richard Gordon and George Aronson's deal with the Science Fiction League of America to get the first 100 short stories and 13 novels. Science Fiction League is a non-profit organization, the first of a wave of popularity with sci-fi magazines in the United States. Forty-seven films on that subject have already been made.

The untitled half-hour drama will be produced by No date and may have been written and scripted by Draper and William Gilbert, and produced by Weinbeck. The Science Fiction League is an organization of the top 100 writers in the field, including Fletcher Pratt, Anthony Boucher, Theodore Sturgeon and Fritz Leiber. Although there is no known science fiction shows on TV, none has been created for adults.

Ashland Old Enfers TV

With Two Sops on WLV-T . . .

Ashland Old Company has expanded its advertising campaign into the television market with two telecasts on WLV-T, according to an announcement. McCuskey, WLV-T sales manager, Monday thru Saturday a five-minute telecast. Ashland Old News cast opens the station's schedule on Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday. The company is also using its agency, Byer & Bowman, Columbus, O., is also using the company's own, which is broadcast three weekly in presenting its sales message to viewers.

Gene Herman Takes

Video Plunge . . .

KFWB (Hollywood) disk jockey Gene Herman took the plunge into video by announcing a series of Snader Teleproduction musical film series via KNBC. Norman will be seen Monday-Wednesday-Friday nights (10:35-11) gabbing the pic series, while he continues his nightly KFWB 10-12 platter spinning set, show he's held for past 10 years.

Bauer & Black Says 1/2

Mr. of "Super Circus" . . .

Bauer & Black, Chicago, will sponsor the last half hour of "Super Circus" over the American Broadcasting Company's video

Pac Engineers
Find New CBS
Kine aopper

NEW YORK, May 12.—The Co-perfected new kinecorder system, some motion picture equipment which, in the opinion of some motion picture engineers, tops other systems, according to Harry Ackerman, head of CBS video TV program and equipment. The new kinecorder system, Ackerman said, uses 35mm film instead of 16mm, according to the better quality.

Meanwhile, the local CBS engineers are working on an arrangement whereby the negatives of the kinecorder system, as it is usual, are projected onto the kinecorder's screen. This removes by one important step the difficulty of the kinecorder.

The Pacific Coast CBS operation has also created some new schemes and use of paints for sets, resulting in living the new methods a three-dimensional look. Ackerman stated. And because of the recent rise in the price of printed CBS television recording system, the only Hollywood-originated program to be shot on film is *Amos and Andy*. All the other actors are being done on kine. The new CBS kinecorder was developed under the aegis of Les Bowman and Herb Pangloss.

JUICY AM-TV DEAL

Leigh Flamingo Flies High

Selling Big-Town Distributors

NEW YORK, May 12.—Douglas Leigh, who ballooned some signs in a picture into a picture, is currently in making a good use of radio and TV in behalf of his own product, Flamingo Orange. Leigh has gained distribution for his product, Flamingo Orange, in the East, New England, and the South, is about to move through the Midwest, and is a campaign now to embrace the Midwest west up to the Mississippi River.

Leigh's lieutenants are quick to add that all the AM & TV noise to date (and they have been the only media used, apart from the radio) has been used, but has been employed far less to sell the consumer. 'May be gain acceptance through distributors and dealers. There may be 25 other products of the same kind in competition,' said a Flamingo exec, 'but the distributors see you're doing some real promoting, they'll take you on your product.'

web, beginning Sunday, June 19. The first will give the time to plug Curly first-aid supplies and its national content, to find "Miss Country 1981." A five-week contract was placed thru Leo Burnett Agency, Chicago.

Kid. Kills Bill To Tax TV-Movie Rights on Being . . .

A 5 per cent California tax on money boxing and wrestling promoters got for TV-movie rights, designed to compensate for the money lost by the state on gate receipts, was killed in the Senate Thursday (10) for want of a second reading. The bill, introduced by (R, San Diego), died in the Business and Professions Committee. H. Bruce Baumstater, KTTV rep, said such a measure would drive promoters to hike payments for tele rights to sports. He added it was unfair to single out boxing and wrestling and omit such contests as football and baseball.

(Continued on page 20)

Air Checks

Brief but important radio news

Ripke Gets Mgr. Post At WJAZ, June 1 . . .

William A. Ripke, formerly vice-president-general manager of WTRY, Troy, N. Y., moves into the manager post at WJAZ, Chicago, effective June 1. The exec is also ex-vice-president of WELI, New Haven, Conn. Ripke will become an outlet of the American Broadcasting Company June 15.

Luckies Bop Banghard For 5 Min. NBC News . . .

Beginning Monday, June 4, Lucky Strike Cigarettes will sponsor a 5-minute news program, "The Lucky Strike" over the National Broadcasting Company. The five-minute series will air from 3:30 to 3:35 p.m. across the board. Agency is Hatten, Barton, Durstine & Osborn.

Willis Tapes 3-a-Meet WMLX Sponsorship . . .

Willis-Overland is negotiating to sponsor sportscaster Stan Lomax over the Mutual Broadcasting System on a three-minute program, "The 3-a-Meet," which will feature the 15-minute Lomax ailer on the web's New York City WOR only. The series is beamed from 7:15 to 7:30 p.m. The agency is Ewell & Thurner, New York.

Leon Levine Joins Carl Byoir Staff . . .

Leon Levine, Columbia Broadcasting System director of discussion programs for 14 years, has resigned from the network to join Carl Byoir Associates in an executive capacity.

Glossy Professional 8x10 PHOTOS
WILSON STUDIO
1000 10th Ave. N. #100
MINNAPOLIS, MN 55403
Tel. 862-1111

1,100,000
enn." Levee

The song was a February 26, 1948, copyright and scored a good-sized success as a country item. At that time diskings by co-composer Pee-wee King on Victor and Cowboy Copas on King sparked the song with the former accumulating about 300,000 wax sales at the time and the Copas building about an 80,000 sale. Pee-wee's diskings were reissued for the 1950-'51 run of the song and scored an additional 100,000 sales.

All Waxes

All VVdseries

References

Cut Costs Ahead

170-Ahead

OCT 00 AMEDD

0 0 0 0 0 15

On Can 0-1-15

HOLLYWOOD, May 12.—Capitol Records will make its 45-r.p.m. optional center available to all disc companies, effective July 1. Bill Fowler, Cap's production vice president, will mail out engineering and technical data to all labels, inform-

ing them that the O-C 45 disc center which Cap's own engineers pioneered, will be available to them at no cost.

Label launched the new 45 r.p.m. punch-out center a month ago. Innovation permits a pressings to be used on three-way changers with a standard spindle and a set of spindle hole liners while those using the regular 45 r.p.m. player, can punch out the triangular center, leaving an unfrayed center edge.

orkster now has in ASCAP mu-
remain there until the end of 1993
when the Society's pact with rad-
terminates.

A similar deal with Columbia Records is in the offing for a renewal of his contract when his current paper runs out this year. He has asked for \$15,000 a year, guarantees for five years, payable over 10.

Another pact is in the making with Ziv for release of 125 compact disc recordings. The deal with platters Cugat cut for World Broadcasting for his Casa Cugat series some years ago.

The orkster still owns 30 percent of the non-voting stock of Pemora Music, operation of which is being carried forward by John

Resignation from ASCAP (BMI is the first since Lionel Newman did the same last year).

Victor To Cut Score of "17"

NEW YORK, May 12.—R. Victor will cut the original cast album of *Seventeen*, musical legend which is scheduled to open in New York June 18. The show has out-of-town opening May 28 at the Lyric Theatre in Philadelphia June 4. Victor is one of the investors in the show, the score of which has been acquired by Leeds Music.

Seventeen is staged by Hansel Short, with direction by Richard Whorf, scenery by Stewart Charney and costumes by David Folkes. Joseph Littau is music director. The show is credited with orchestration by Crane Calder, with vocal arrangements.


DECCA
RECORDS

GROWING DEMAND!

Meet the growing demand for inspirational music...DECCA brings you these faith and sacred songs by AMERICA'S FAVORITE ARTISTS



BELIEVED HYMNS
by **BING CROSBY**
and **THE NEW ELBY CHORUS**
Vocal with Organ Accompaniment
What a Friend We Have in Jesus—Holy, Holy, Holy, Lord God Almighty—Others
ALBUM A-218 • Four 10-inch 78 RPM Records • **\$4.15-ALBUM A-218** • Four 45 RPM Sub-inch Records • **\$2.15-AL A-218** • 10-inch Long Play Sub-inch Record • **\$2.50**



PRECIOUS MEMORIES
Songs of Hope and Faith—Featuring **BILL KERRY of THE BLUE SPOTS**
It Is My Sweetest Love—Moriah (Song in English) (Franz Schubert)—Others
ALBUM A-218 • Four 10-inch 78 RPM Records • **\$4.15-ALBUM A-218** • Four 45 RPM Sub-inch Records • **\$2.15-AL A-218** • 10-inch Long Play Sub-inch Record • **\$2.50**



THE OLD RUGGED CROSS
Favorite Sacred Songs
by **ERNEST TUBBS**
Vocal with Instrumental Accompaniment
The Wonderful City—May, The Good Lord Jesus And More—Four—Others
ALBUM A-218 • Four 10-inch 78 RPM Records • **\$4.15-ALBUM A-218** • Four 45 RPM Sub-inch Records • **\$2.15-AL A-218** • 10-inch Long Play Sub-inch Record • **\$2.50**



HYMNS OF PRAISE
by **HAMILTON GUARTEE**
Vocal—George Brumagin at the Organ
Jesus, Savior, Pilot Me—Stand Up, Stand Up For Jesus—Others
ALBUM A-218 • Four 10-inch 78 RPM Records • **\$4.15-ALBUM A-218** • Four 45 RPM Sub-inch Records • **\$2.15-AL A-218** • 10-inch Long Play Sub-inch Record • **\$2.50**



SONGS OF FAITH
HYMAN-ANTHEIMS VOICE and **THE WARNING CHAPEL CHOIR**
(Mixed Voices)
Lord, Hear My Prayer, Conductor
Robert Baker, SAC, of the Grand Opera
(Volume 1) Jesus, Lower Off My Soul—New Firm a Foundation—Others—(Volume 2) Rock Of Ages—Fight The Good Fight—Others
BL 8009 • 10-inch Long Play Sub-inch Record • **\$4.05**



WONDERFUL WORDS
by **MILLS BROTHERS**
Vocal with Guitar
The Old Rugged Cross—New The Day Is Over—Others
ALBUM A-218 • Four 10-inch 78 RPM Records • **\$4.15-ALBUM A-218** • Four 45 RPM Sub-inch Records • **\$2.15-AL A-218** • 10-inch Long Play Sub-inch Record • **\$2.50**



ABIDE WITH ME
by **JACK OWENS**
Favorite Hymns and Sacred Songs
with **THE SPIRIT SINGERS**
Vocal with Organ and Piano
Accompaniment
Abide With Me—My Faith Leads Up To Thee—Others
ALBUM A-218 • Four 10-inch 78 RPM Records • **\$4.15-ALBUM A-218** • Four 45 RPM Sub-inch Records • **\$2.15-AL A-218** • 10-inch Long Play Sub-inch Record • **\$2.50**



ROUND UP IN THE SKY
Country Spirituals, Long and Played by
THE CALS COUNTY BOYS
Singing with
Instrumental Accompaniment
ALBUM A-218 • Four 10-inch 78 RPM Records • **\$4.15-ALBUM A-218** • Four 45 RPM Sub-inch Records • **\$2.15-AL A-218** • 10-inch Long Play Sub-inch Record • **\$2.50**



I LOVE TO TELL THE STORY
Eight Beloved Gospel Songs
by **ANDREWS SISTERS**
With Orchestras directed by
VICTOR YOUNG
Safely and Tenderly—In The Garden—Let The Lower Lights Be Burning—Others
ALBUM A-218 • Four 10-inch 78 RPM Records • **\$4.15-ALBUM A-218** • Four 45 RPM Sub-inch Records • **\$2.15-AL A-218** • 10-inch Long Play Sub-inch Record • **\$2.50**



LIFT UP YOUR VOICE
by **RED FOLEY**
Our Lady Of Fatima—Stand Away—Others
ALBUM A-218 • Four 10-inch 78 RPM Records • **\$4.15-ALBUM A-218** • Four 45 RPM Sub-inch Records • **\$2.15-AL A-218** • 10-inch Long Play Sub-inch Record • **\$2.50**



IN HEAVENLY LOVE ABIDING
Hymns from
The Christian Science Hymnal
Volume 1—Others by **FRANK KNIGHT** with
Arlene E. Miller, A.C.S. Organist
Four of Mary's Holy's Hymns
—Others
ALBUM A-218 • Four 10-inch 78 RPM Records • **\$4.15-ALBUM A-218** • Four 45 RPM Sub-inch Records • **\$2.15-AL A-218** • 10-inch Long Play Sub-inch Record • **\$2.50**



FAITH SERIES
DECCA
RECORDS

AVAILABLE FOR
IMMEDIATE SHIPMENT

NEW RELEASES—SINGLES

I Want To Be With You Always ANDREWS SISTERS AND RED FOLEY
Settee And Luce Decca 27699 and "9-27699

Because Of Him ELLA FITZGERALD WITH ST. OLIVER
AND HIS ORCHESTRA
The Chesapeake And Ohio Decca 27402 and "9-27402

Sound On JERRY GRAY AND HIS ORCHESTRA
Circus Decca 27408 and "9-27408

The Busiest Corner In My Home Town THE MEMBERS
All I Got To Do Is Think Of You Decca 27587 and "9-27587

The Holy Poker STUART AND THE SUGARBEARS
Begin To Boogie To Boogie Decca 44313 and "9-44313

If You Ever Should Leave Me RAT-O-VAGS
You Can Depend On Me Decca 44211 and "9-44211

Falsetto GORFO DEKANG
A Lot Of Little Dar Decca 21344

*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

MARJANE
Songs in French

Selections include: Les Femmes Mortes—Gigi—Tennessee—Si Tu Penses
Dernier Des Mes Villages—Toujours—L'Amour—Carrière Rose Et Plume
Blanc—Tot... Et Tes Bras Et Tes Lèvres

BL 7915 • 10-inch Long Play Monogram Sub-inch Record • Price \$3.85

NEW GOLD LABEL ALBUMS

TCHAIKOVSKY

SYMPHONY NO. 5 IN E MINOR, OPUS 64

The Berlin Philharmonic Orchestra

FERENC FRICSAY, Conductor

(Recorded by Deutsche Grammophon in Europe)

BL 9519 • 10-inch Long Play Monogram Sub-inch Record • Price \$5.85

KODALY

HÁRY JÁNOS SUITE

The Bavarian State

Orchestra

GEORG Solti

Conductor

(Recorded by Deutsche Grammophon in Europe)

BL 9518 • 10-inch Long Play Monogram Sub-inch Record • Price \$5.85

GALANTA DANCES

The Berlin Philharmonic

Orchestra

VICTOR DE SABATA

Conductor

(Recorded by Deutsche Grammophon in Europe)

BL 9518 • 10-inch Long Play Monogram Sub-inch Record • Price \$5.85

MOZART

CONCERTO NO. 9 IN E FLAT MAJOR

for Piano and Orchestra, K. 271

and

FANTASIA IN C MINOR, K. 475

LILI KRAUS, Piano

With The Philharmonic Orchestra, WALTER Süsskind, Conductor

BL 9525 • 10-inch Long Play Monogram Sub-inch Record • Price \$5.85

LOTTE LEHMANN SINGS—Vol. 1

Arias from

THE MAGIC FLUTE • THE MARRIAGE OF FIGARO • FIDELIO

Die TÖTEN AUGEN • MADAME BUTTERFLY • LOHENGRIN

TANNHAUSER

BL 9525 • 10-inch Long Play Monogram Sub-inch Record • Price \$5.85

SCHUBERT

DIE WINTERREISE

HANS HOTTER, Baritone

Michael Rauchstein, Piano

(Recorded by Deutsche Grammophon in Europe)

Decca Album 95-111 • Two 10-inch Long Play Monogram Sub-inch Records
(PL 1250-1251) • Price \$11.70

DECCA RECORDS
America's Fastest Selling Records



CORAL
RECORDS

*New
Release!*

The Ames Brothers

WITH ORCHESTRA DIRECTED BY
ROY ROSS

WHO'LL TAKE
MY PLACE

and WANG WANG
BLUES

CORAL 60489 (78 RPM) and 9-60489 (45 RPM)



**A YEAR-ROUND
BEST SELLER!**

AVAILABLE IN
78, 45 and 33 $\frac{1}{3}$ RPM

Selections include: In the Evening by the Moonlight—Just a
Dream Of You—Come—Till We Meet Again—You Tell Me Your
Dream, I'll Tell You Mine—Moonlight Serenade—He Taught Me
Downtown—Serenade—Love's Old Sweet Song

GOING STRONG!

**TOO MANY WOMEN
and
SOMEWHERE THERE
MUST BE HAPPINESS**

CORAL 60452 (78 RPM) and 9-60452 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto, Montreal

Modern Shifts Plants, Promotion Men in East

HOLLYWOOD, May 12.—Modern Records has made a switch in both its Eastern plant and sales promotion staff. Move resulted from label exec Saul Bihari's three-week trek thru the East and South. Diskery feels going from Kay Records plant in New Jersey to Specialty Records, Brooklyn, will make for a product of superior quality.

Waxery also has appointed Justin Kaplan and Jack Angel as its Eastern reps, replacing Cy House. House last week was inked as Specialty Records as field rep in charge of sales end promotion on the East Coast.

SWEEPING THE COUNTRY!
 In only two weeks!
 The pick of — BILLBOARD,
 The "OPS", The DISK JOCKEYS,
 The RETAILERS, The FANS!

FRANKIE

LAINÉ

SINGING

"JEZEBEL"

Orchestra under the direction of Mitch Miller
 and

"Rose, Rose, I Love You"

Orchestra under the direction of Paul Weston

Both with the Norman Luboff Choir • Carl Fischer at the Piano

78 rpm 39367 • 33½ rpm 3-39367 • 45 rpm 4-39367

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music

DECCA WELCOMES

amarata

Exclusive Decca Recording Artist

1st Great Release

The

**PIZZICATO
RHUMBA**

Theme from

**SWEDISH
RHAPSODY**

(Your Home Is In My Arms)

Both Recorded in England

CAMARATA conducts The Kingsway Symphony Orchestra

Decca 40213 (78 RPM) and 9-40213 (45 RPM)



*America's
Fastest Selling
Records*

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

78 45
rpm rpm

"MR. AND MISSISSIPPI," "SHE'S MY BABY" Tennessee Ernie	1521	F1521
"NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin	1508	F1508
"BYE, BYE BLUES," "TOM'S TUNE" Joe "Fingers" Carr	1484	F1484
"MR. ANTHONY'S BLUES," "COOK'S TOUR" Ray Anthony	1502	F1502

HOT SELLERS!

POPULAR

"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford	1451	F1451
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole	1449	F1449
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford	1373	F1373
"SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton	1480	F1480
"WHEN YOU AND I WERE YOUNG MAGGIE BLUES," "TILL WE MEET AGAIN" Margaret Whiting and Jimmy Wakely	1500	F1500
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG, LONG DAY" Jimmy Wakely	1393	F1393
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul and Mary Ford	1316	F1316
"COME BACK, MY DARLING," "WHEN YOU'VE NEVER BEEN BLUE" Kay Starr	1492	F1492
"THE STRANGE LITTLE GIRL," "KENTUCKY WALTZ" Tennessee Ernie	1470	F1470
"LITTLE CHILD," "RED SAILS IN THE SUNSET" Nat "King" Cole	1468	F1468
"MR. ANTHONY'S BLUES," "COOK'S TOUR" Ray Anthony	1502	F1502
"BYE, BYE BLUES," "TOM'S TUNE" Joe "Fingers" Carr	1484	F1484

WESTERN & FOLK

"NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin	1508	F1508
"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie	1295	F1295
"I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson	1528	F1528
"THE MOKEY MOKEY," "JUMP ROPE BOOGIE" Cliffie Stone	1496	F1496
"AS LONG AS YOU BELIEVE IN ME (LITTLE DARLIN')," "WHITE PETALS FROM A ROSE" Jimmie Davis	1510	F1510
"R C COLA AND MOON PIE," "BEER DRINKING BLUES" Big Bill Lister	1488	F1488
"SCOOT, GET AND BEGONE," "BLUES IS BAD NEWS" Sheets McDonald	1518	F1518
"I'LL FLY AWAY," "WE WILL RISE AND SHINE" James and Martha Carson	1415	F1415
"WHERE IS YOUR HEART TONIGHT" Hank Thompson	1444	F1444
"STOP YOUR GAMBLIN'," "PLEASE DON'T STAY AWAY TOO LONG" Boots Faye and Idaho Calls	1498	F1498



Week ending
MAY 19, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

his first one for Capitol...
and it's a **BIG ONE**

**BOB
EBERLY** sings



"i made a promise"
coupled with **"alone"**

on Capitol 78 r.p.m. No. 1533 • on 45 r.p.m. F1533

NEW RELEASES on Capitol

		78 rpm	45 rpm
LOU ELLA ROBERTSON and the WANDERERS <small>with the Orchestra Conducted by Ben Shuman</small>	THE LETTER ~~~~ ROSE, ROSE I LOVE YOU	1532	F1532
BOB EBERLY <small>with the Orchestra Conducted by Norrie Mayr</small>	I MADE A PROMISE ~~~~ ALONE	1533	F1533
JIMMY WAKELY <small>and the Orchestra with the Orchestra Conducted by Ben Shuman</small>	OLD SOLDIERS NEVER DIE (THEY JUST FARE AWAY) I LIKE THE WIDE OPEN SPACES <small>From the Best Western Hit Show</small>	1534	F1534
STAN KENTON and the Orchestra	TORTILLES AND BEANS <small>From the Radio Show and Big Band</small> DYNAFLOW <small>Instrumental</small>	1535	F1535
THE VOICES OF WALTER SCHARFMAN	FOOLS RUSH IN (WHERE ANGELS FEAR TO TREAD) <small>From the HOLIDAY FOR STRINGS</small> <small>From the Radio Show</small>	1536	F1536
PAUL NEIGHBORS and the Orchestra	AND I WAS KISSING YOU THERE SHE WAS	1537	F1537
NICKIE KATZ and the Orchestra	MONA LIZA <small>From the Radio Show</small> TURKISH LULLABY <small>From the Radio Show</small>	1538	F1538
BOBBY SHERWOOD and the Orchestra	THE ELKS' PARADE SHERWOOD'S FOREST <small>Instrumental</small>	1539	F1539
TEX WILLIAMS and the Orchestra	GOODNIGHT CINCINNATI, GOOD MORNING TENNESSEE <small>From the SUGAR COATED LOVE</small>	1540	F1540
CARL BUTLER	I LIVE MY LIFE ALONE OUR LAST RENDEZVOUS	1541	F1541
OLE RASHNISSEY and the Orchestra	RAMBLING BLUES HALF A LOVE AFFAIR <small>From the Radio Show</small>	1542	F1542

...Get ready for some BIG sales action!

This Kid Just Finished A Good Day's Work!

my
TRULY,
TRULY
FAIR

TWO REALLY GREAT SIDES

my
LIFE'S
DESIRE

Mercury 5646:5646X45



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

MINDY'S biggest seller since "CANDY AND CAKE"

WHEN YOU AND I WERE YOUNG

MAGGIE BLUES

MINDY CARSON

RCA VICTOR { 20-4110
(47-4110)*

SEE GOING STRONG BELOW

This week's

New Releases
... ON RCA Victor

Release 51-50

Ships Coast to Coast, Week of May 20

POPULAR

RALPH FLANAGAN and His Orchestra
Chicken in the Car
I Have Dreamed 20-4147—(47-4147)*HENRI BENE and His Orchestra
I'm in Love Again
Roller Coaster 20-4148—(47-4148)*THE THREE SONS
Tom's Tune
These Things I Offer You 20-4150—(47-4150)*FRAN ALLISON
Light in the Window
And Then I Prayed 20-4104—(47-4104)*

COUNTRY

CHET ATKINS
The Jitterbug Waltz
My Crazy Heart 21-0471—(48-0471)*CECIL CAMPBELL'S TENNESSEE RAMBLERS
Tennessee Steel Guitar
Paper Roses 21-0472—(48-0472)*

WESTERN

ROSALIE ALLEN and the Black River Riders
Just a Sailor's Sweetheart
Somebody 21-0470—(48-0470)*

RHYTHM

LLOYD THOMPSON with Brother Moncur's Strutters
Baby, You Ain't Newhere
I Want a Lavender Cadillac 22-0121—(50-0128)*

RED SEAL SPECIAL

EZIO PINZA and FRANK WARREN
Andiamo
Let Me Look at You 10-3391—(49-3391)*

NEW ALBUMS

SONS OF THE PIONEERS
Garden of Roses P-309—(WP-309)*HANK SNOW (The Singing Ranger) and His
Rainbow Ranch Boys
Hank Snow Sings Famous
Railroading Songs P-310—(WP-310)*

*48 p.p.m. est. day.

Going Strong...

Indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- Old Soldiers Never Die/Love and Devotion
Vaughn Monroe 20-4146—(47-4146)*
- Sound Off/Oh, Marry Me
Vaughn Monroe 20-4113—(47-4113)*
- The Loveliest Night of the Year
Marie Lanza 10-3300—(49-3300)*
- On Top of Old Smoky/Shall We Dance
Vaughn Monroe 20-4114—(47-4114)*
- Be My Love
Marie Lanza 10-1361—(49-1361)*
- Never Been Kissed
Freddie Martin 20-4099—(47-4099)*
- I Have No Heart/Unless
Eddie Fisher 20-4120—(47-4120)*
- Rhumba Boogie
Hank Snow 21-0431—(48-1031)*
- Kentucky Waltz
Eddy Arnold 21-0444—(48-0444)*
- Down the Trail of Achin' Hearts/Bluebird Island
Hank Snow and Anita Carter 21-0441—(48-0441)*
- Syncoated Clock
The Three Sons 20-4090—(47-4090)*
The Boston "Pop" Orchestra under Arthur Fiedler 10-3044—(49-3044)*
- Would I Love You
Tony Martin 20-4056—(47-4056)*
- W/Zing Zing-Zoom Zoom
Perry Como (Signand Rambert) (Mitchell Ayres) 20-3997—(47-3997)*
- Lonesome/Poison Love
Johnnie and Jack 21-0377—(48-0377)*
- There's Been a Change in Me
Eddy Arnold 21-0412—(48-0412)*

Coming Up...

- Hello, Young Lovers/We Kiss in a Shadow
Perry Como 20-4119—(47-4119)*
Both sides, the Hitmakers Pick, May 12th issue, Billboard
- Rose, Rose I Love You
Bobby Morrow and His Orchestra 20-4120—(47-4120)*
The "Dick Jockeys" Pick, May 12th issue, Billboard
- Three Cornered Tune
Ossie Davis 20-4127—(47-4127)*
The "Dick Jockeys" Pick, Billboard, May 12th issue
- Good-By, G.I. Al
Eddie Fisher 20-4100—(47-4100)*
Dick Jockeys' Pick, April 16th issue, Billboard

TIPS

I'M IN LOVE AGAIN

Henri Rene and His Orchestra. Vocal by April Stevens. 10-4140—(47-4140)*

THIS WEEK'S MAILBAG

What is your reaction after reading, say a list of all-time baseball greats or the twenty greatest men in history, the ten best dressed women or any other list of greats?

Your interests are basically like the interests of about one hundred million other Americans, your curiosity is piqued and almost immediately you mentally check such a list against your own imaginary one. And if perchance such a list involves a commercial product, say, for example, a list of the 50 all-time best selling records, it is quite possible you will transfer your curiosity into action.

Well, during the week of May 15 RCA Victor is going to advertise across the nation, in metropolitan newspapers, the 50 BEST SELLING SINGLE RECORDS FROM THE RCA VICTOR CATALOG. And just as you would react to other lists, so, too, will millions of readers react to this preventative RCA Victor list. Our buyers will find their way to your store to hear one or more of these tunes, and after hearing they will buy. This list comprises records that would account for better than three million unit sales over the year, and what is more, over the years to come they will ring up millions of additional sales.

Be smart, cash in on the interest these ads will create. Check your distributor (if he has not already advised you) on these famous 50 and get the selections in stock. Do what many will do and install a window display built around the famous 50.

Hansberry Bros. of Pittsburgh report dealer interest in the famous 50 is outstanding. Last, but not least, check your RCA Victor distributor on how you can get a terrific counter merchandise featuring the 50 best sellers placed prominently on your counters. The famous 50 arouses consumer interest. Nature will take care of the rest.

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

14
IRBY GRAY—Duo (78) 27402; 1451
 9-27402 (Love With Kisses)
GORDON FENNELL—Impulse (1)
 9-27402 (I Love You Much Too)
TOMMY MARTIN—V (78) 27490; 1451
 (I Love You Much Too)
HELEN O'CONNELL—Cap (78) 10681; 1451 47-10681
 (I Love You Much Too)
PATTY KAY—Impulse (78) 10681; 1451 47-10681
 (I Love You Much Too)
EVE LONG—London (78) 9921; 1451 45-9921
 (I Love You Much Too)

SPARROW IN THE TREE TOP

REX ALLSIN—Mercury (78) 55971; 1451 55971X45
 (I Love You Much Too)
LES BAXTER—Cap (78) 1440
 (I Love You Much Too)
HENRY CARTER—Cap (78) 1440
 (I Love You Much Too)
RING CROSBY & ARNOLD'S SINGERS—Duo (78) 1440
 (I Love You Much Too)
REGIS GAY—Cap (78) 931; 1451 47-931
 (I Love You Much Too)
GUY MITCHELL—Cap (78) 931; 1451 47-931
 (I Love You Much Too)
ART WOODWARD—Cap (78) 931; 1451 47-931
 (I Love You Much Too)
LYN MURPHY—Cap (78) 10924; 1451 10924
 (I Love You Much Too)

BEAUTIFUL BROWN EYES

CHESTER WUDY—Cap (78) 18718; 1451
 18718 (I Love You Much Too)
ROSEMARY CLONNEY—Cap (78) 19312; 1451
 19312 (I Love You Much Too)
DORIS DEAN—Mercury (78) 3700; 1451 3700
 (I Love You Much Too)
LISA KIRK—Cap (78) 20-6063; 1451 20-6063
 (I Love You Much Too)
EVELYN BROWN—Cap (78) 27485; 1451
 27485 (I Love You Much Too)
TED WADSWORTH—Cap (78) 42130; 1451 42-42130
 (I Love You Much Too)
LOS MONDINO & THE MONSIEURS—Cap (78) 46000; 1451 46-46000
 (I Love You Much Too)
CLYDE MONROE—Cap (78) 9321; 1451 45-9321
 (I Love You Much Too)
ART WOODWARD—Cap (78) 10924; 1451
 10924 (I Love You Much Too)
HELEN O'CONNELL—Cap (78) 10681; 1451
 10681 (I Love You Much Too)
ARTHUR COFFIN—Cap (78) 1440; 1451
 1440 (I Love You Much Too)
ARTHUR SMITH—Cap (78) 1440; 1451
 1440 (I Love You Much Too)
IMMA WATKINS—Cap (78) 1442; 1451 1442
 (I Love You Much Too)
RILEY WALKER—Cap (78) 1442; 1451 1442
 (I Love You Much Too)
EDDIE JACKE—Cap (78) 46302; 1451 46-46302
 (I Love You Much Too)

MAY THE GOOD LORD BLESS AND KEEP YOU

BOBBY ARNOLD—Cap (78) 21-0425; 1451
 21-0425 (I Love You Much Too)
RING CROSBY—Cap (78) 27490; 1451 27-27490
 (I Love You Much Too)
SHARON LAINE—Cap (78) 5590; 1451
 5590 (I Love You Much Too)
MURRAY CLOSE—Cap (78) 6059; 1451
 6059 (I Love You Much Too)
GUY MITCHELL—Cap (78) 931; 1451 47-931
 (I Love You Much Too)
DAVID ROSE—Cap (78) 30834; 1451
 30834 (I Love You Much Too)

TODAY'S BEST SELLING ALBUMS

- | | |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| 1. LULLABY OF ROADWAY
Four Records
Dora Day, Cap (78) 335; 1451 335 | 3. VOICE OF THE XTARAY
Time Sunco
Cap (78) 334; 1451 334 |
| 2. MARIO LARSA SINGERS SELECTIONS FROM
"THE GREAT CELESTIAL"
Cap (78) 1440; 1451 1440 | 4. SOUTH PACIFIC
Seven Records
M. Martin, Puss
Cap (78) 1440; 1451 1440 |
| 5. ROYAL WEDDING
Four Records
J. Powell, J. Astaire
Cap (78) 1440; 1451 1440 | 6. CARNegie HALL JAZZ CONCERT
Goodman, Vol. 1 and 2
Cap (78) 1440; 1451 1440 |

35 R.P.M.

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|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| 1. VOICE OF THE XTARAY
Time Sunco
Cap (78) 334; 1451 334 | 2. LULLABY OF ROADWAY
Dora Day, Cap (78) 335; 1451 335 |
| 3. SOUTH PACIFIC
Seven Records
M. Martin, Puss
Cap (78) 1440; 1451 1440 | 4. MARIO LARSA SINGERS SELECTIONS FROM
"THE GREAT CELESTIAL"
Cap (78) 1440; 1451 1440 |
| 5. ROYAL WEDDING
Four Records
J. Powell, J. Astaire
Cap (78) 1440; 1451 1440 | 6. CARNegie HALL JAZZ CONCERT
Goodman, Vol. 1 and 2
Cap (78) 1440; 1451 1440 |

PLATE POSTAGE

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THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

... Based on reports from key dealers in each of those cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, mails its music sales reports from key dealers in the nation's largest record markets. These reports are compiled and analyzed by our staff, and do not necessarily constitute a scientific survey sample, though they are representative of the general music buying habits in the territories.

NEW YORK

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cw/78104-825, (45)-1493
ASCAP (Warner and Whitaker Bros)
2. TOO YOUNG
Nat. (King) Gals, Cw/78104-449, (45)-1449
ASCAP (Tina's My Girl)
3. MOONIN' BIRD HILL
P. Papp, Mercury/78105-555, (45)-159545
ASCAP (I Love You Because)
4. SYNCHRONIZED CLOCKS
L. Anderson, Decca/78104-605, (45)-1575-25
ASCAP (The Waltons)
5. ON TOP OF OLD SMOKY
W. Moore, T. Gilman, Cw/78105-735, (45)-9-2715
BMI (Across the Wide Missouri)

Best Selling Albums

1. KING AND I
Original Cast, Decca/78104-876, (45)-164-86
CJ310C-9008

BOB MERRILL'S
LATEST BALLAD
"A Beggar
in Love"
SANTLY-JOY, INC.
1619 Broadway, New York 17, N. Y.

The Great Victor Young Ballad-

LOVE
Recorded by
FRANK SINATRA
COLUMBIA
WORDS & MUSIC, Inc.

"EVER
BEEN
KISSED"
GEORGE PAXTON, INC.
609 Broadway New York 20, N. Y.

"EVER
BEEN
KISSED"
GEORGE PAXTON, INC.
609 Broadway New York 20, N. Y.

A TRULY GREAT SONG!
TOO
YOUNG
JEFFERSON MUSIC CO., INC.
1619 Broadway New York 17, N. Y.

"I WON'T
KISS
ANYMORE"
Col.-Tony Bennett
Cor.-George Auld
Elliott-Wendy
Jub.-David Brown
MacM.-Billy Williams
Roz.-Jimmy Scott

A TRULY GREAT SONG!
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YOUNG
JEFFERSON MUSIC CO., INC.
1619 Broadway New York 17, N. Y.

"I WON'T
KISS
ANYMORE"
Col.-Tony Bennett
Cor.-George Auld
Elliott-Wendy
Jub.-David Brown
MacM.-Billy Williams
Roz.-Jimmy Scott

United Music
1111 Broadway, New York 17, N. Y.

United Music
1111 Broadway, New York 17, N. Y.

2. SOUTH PACIFIC
Original Cast, Cw/78104-825, (45)-164-86
CJ310C-9008
3. MACARTHUR'S HISTORICAL SPEECH
General D. MacArthur, V78107-317, (45)-167-317, (45)-167-317

PHILADELPHIA

Best Selling Pop Singles

1. TOO YOUNG
Nat. (King) Gals, Cw/78104-449, (45)-1449
ASCAP (Tina's My Girl)
2. MOONIN' BIRD HILL
P. Papp, Mercury/78105-555, (45)-159545
ASCAP (I Love You Because)
3. HOW HIGH THE MOON
L. Paul-M. Ford, Cw/78104-825, (45)-1493
ASCAP (Warner and Whitaker Bros)
4. ON TOP OF OLD SMOKY
W. Moore, T. Gilman, Cw/78105-735, (45)-9-2715
BMI (Across the Wide Missouri)

Best Selling Albums

1. SOUTH PACIFIC
Original Cast, Cw/78104-825, (45)-164-86
CJ310C-9008

Best Selling Pop Singles

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L. Paul-M. Ford, Cw/78104-825, (45)-1493
ASCAP (Warner and Whitaker Bros)
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ASCAP (Tina's My Girl)
3. ON TOP OF OLD SMOKY
W. Moore, T. Gilman, Cw/78105-735, (45)-9-2715
BMI (Across the Wide Missouri)
4. JEZEBEL
F. Lowe, Cw/78105-735, (45)-9-2715
BMI (Across the Wide Missouri)

Best Selling Albums

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Original Cast, Cw/78104-825, (45)-164-86
CJ310C-9008

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CJ310C-9008

5. TOO YOUNG
Nat. (King) Gals, Cw/78104-449, (45)-1449
ASCAP (Tina's My Girl)
6. ON TOP OF OLD SMOKY
W. Moore, T. Gilman, Cw/78105-735, (45)-9-2715
BMI (Across the Wide Missouri)
7. MOONIN' BIRD HILL
P. Papp, Mercury/78105-555, (45)-159545
ASCAP (I Love You Because)
8. VOICE OF THE XTABAY
Y. Suman, Cw/78102-244, (45)-162F-244, (45)-162F-244

BOSTON

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cw/78104-825, (45)-1493
ASCAP (Warner and Whitaker Bros)
2. MOONIN' BIRD HILL
P. Papp, Mercury/78105-555, (45)-159545
ASCAP (I Love You Because)
3. HOW HIGH THE MOON
L. Paul-M. Ford, Cw/78104-825, (45)-1493
ASCAP (Warner and Whitaker Bros)
4. ON TOP OF OLD SMOKY
W. Moore, T. Gilman, Cw/78105-735, (45)-9-2715
BMI (Across the Wide Missouri)

Best Selling Albums

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Original Cast, Cw/78104-825, (45)-164-86
CJ310C-9008

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L. Paul-M. Ford, Cw/78104-825, (45)-1493
ASCAP (Warner and Whitaker Bros)
2. TOO YOUNG
Nat. (King) Gals, Cw/78104-449, (45)-1449
ASCAP (Tina's My Girl)
3. ON TOP OF OLD SMOKY
W. Moore, T. Gilman, Cw/78105-735, (45)-9-2715
BMI (Across the Wide Missouri)
4. JEZEBEL
F. Lowe, Cw/78105-735, (45)-9-2715
BMI (Across the Wide Missouri)

Best Selling Albums

1. SOUTH PACIFIC
Original Cast, Cw/78104-825, (45)-164-86
CJ310C-9008

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L. Paul-M. Ford, Cw/78104-825, (45)-1493
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CJ310C-9008

DALLAS-FORT WORTH

Best Selling Pop Singles

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W. Moore, T. Gilman, Cw/78105-735, (45)-9-2715
BMI (Across the Wide Missouri)
2. HOW HIGH THE MOON
L. Paul-M. Ford, Cw/78104-825, (45)-1493
ASCAP (Warner and Whitaker Bros)
3. MOONIN' BIRD HILL
P. Papp, Mercury/78105-555, (45)-159545
ASCAP (I Love You Because)
4. VOICE OF THE XTABAY
Y. Suman, Cw/78102-244, (45)-162F-244, (45)-162F-244

Best Selling Albums

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Original Cast, Cw/78104-825, (45)-164-86
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Best Selling Pop Singles

1. HOW HIGH

Music Popularity Charts

• *Rhythm & Blues Record Reviews*

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

NEW RELEASES	ARTIST (Label and No.)	TUNES COMMENT
BUDDY JOHNSON ORK (Athena Pyryack) My Favorite DECCA 97457—Pyryack supplies his accurate, English-style pop with a touch of a distinctive performance, backed by a class arrangement.	81--81--81--81	
Am I Blue? (Elie Abou) When the Reg-O-Way rhythm synchronizes with sister Elie on the wimpy it doesn't ring the bell.	67--67--67--67	
WALLY McCRACKLIN (Blues Blasters) Railroad Blues ALADD 3269—McCracklin carries a slow blues in Southern style, with an occasional piano putting down a slow-drain blues. Effective regional blues.	70--70--70--70	
Bad Luck and Trouble (Black Blue Box in sound and style)	70--70--70--70	
PAT MONDAY Dearest Mother BRACKER 76—Monday finds her mother tone is a slow, moody blues background. Monday carries with feeling. Good enough to get a	73--73--72--72	

Happy Birthday to You 69--73--68--66
Another off-the-path side—the familiar “Happy Birthday” phrase set in a top-blue background. This one’s a bit too busy, but can be spotted at deejay shows.

[illegible]

—By HAL WEBMAN—

Atlantic Records signed tenor man **Willis Jackson** to a three-year diskling deal. Jackson, fronting a sextet, currently is on tour with Atlantic's top thrush, **Ruth Brown**. The pact is approved by the American Federation of Musicians. . . . Columbia Records' r. and b. recording and promotion exec **Danny Kessler** came back to New York for a meeting with a bakery prearranged for Jackson and then headed for Washington, Baltimore and points south until the end of the next week in pursuit of talent and alignment of promotion potentials.

Dot
RECORDS, INC.
Gallatin, Tennessee Phone 828 581
"Step It Up and Go"
BIG JEFF
DOT #1058

Juke Box Moneymaker!
**MONEY
BLUES**
by
CAMILLE HOWARD
5401
Specialty records

Smashing Triple!!!!

AMOS MILBURN
"EVERYBODY CLAP HANDS"
"THAT WAS YOUR LAST MISTAKE-GOODEYE"
AL 3090

CHARLES BROWN
"THE MESSAGE"
"I'LL ALWAYS BE IN LOVE WITH YOU"
AL 3091

LOWELL FULSON
"GOOD WOMAN BLUES"
"DOUBLE TROUBLE BLUES"
AL 3088

 **Aladdin**
RECORDS

**2 BLUES &
RHYTHM HITS!**
#125
"NOBLE'S SHUFFLE"
By Jimmy Milner Orch.
#802
"DOG ME BLUES"
By Henry Smith
FORTUNE RECORDS
11629 Linwood Detroit 6, Mich.

OUR
**HIT
PARADE!**
COMING
UP
STRONG!

GREATEST NOVELTY BLUES RECORD EVER MADE!
STACKED DECK #1
SAVOY 7721 with BILLY WRIGHT

KEEP YOUR EYE ON THIS SMASH!
SWEET SLUMBER #2
SAVOY 7779 THE FOUR BUDDIES

A NEW HIT BY A NEW ARTIST!
DOGGIN' BLUES #3
SAVOY 7780 J. OTIS ORCH. with LINDA HOPKINS

SOON #1 ON ALL POLLS!
ROCKIN' BLUES #4
SAVOY 7766 J. OTIS with MEL WALKER

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

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Grab the Nickels
with **IMPERIAL'S**
New Hit!
'Sometimes I Wonder'
"Don't You Lie To Me"
ON RECORD NO. 5123

FATS DOMINO

IMPERIAL
RECORD CO., INC.
9475 HOLLYWOOD BLVD., HOLLYWOOD 78

IMPERIAL RECORDS

it's the **PLUS** that counts!

tops in talent

plus

tops in tunes!



BILLY ECKSTINE
WHAT WILL I TELL MY HEART
I'M YOURS TO COMMAND
78 RPM—MGM 10944 • 45 RPM—MGM K10944



JOHNNY DESMOND
MISTER AND MISSISSIPPI
I FALL IN LOVE WITH YOU EV'RY DAY
78 RPM—MGM 10974 • 45 RPM—MGM K10974



ART LUND
I LIKE THE WIDE OPEN SPACES
ROSE, ROSE, I LOVE YOU
78 RPM—MGM 10978 • 45 RPM—MGM K10978



**GEORGE SHEARING
QUINTET**
I'LL BE AROUND
QUINTESSENCE
78 RPM—MGM 10956 • 45 RPM—MGM K10956



BILL FARRELL
MY PRAYER
WONDERFUL WASN'T IT
78 RPM—MGM 10948 • 45 RPM—MGM K10948



IVORY JOE HUNTER
IS MY POP IN THERE?
TIME HAS PASSED
78 RPM—MGM 10963 • 45 RPM—MGM K10963

BEST SELLERS

Billy Eckstine
Debbie Reynolds &
Cotton Carpenter
Hank Williams
Hank Williams
Fred Astaire &
Jane Powell
Blue Baron

BRING BACK THE THRILL
I APOLOGIZE MGM 10903*
ARA GABA HONEYMOON
ROW, ROW, ROW MGM 30282*
GEAR UPON
COLD, COLD HEART MGM 10904*
HOWLIN' AT THE MOON
I CAN'T HELP IT MGM 10901*
THE LIAR SONG
TOO LATE NOW MGM 30316*
SQUEEZE POAKA-YOULL
IT ALWAYS BE THE SWEETHEART
OF MY DREAMS MGM 10952*

*Also available
on 45 RPM

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THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

Dealer's Tip!
ROME JOHNSON
THE WALTZ OF THE WIND
Someday You'll Thank Me
MGM Non-Breakable 10666

THE BILLBOARD Music Popularity Charts

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

MY TRULY, TRULY FAIR..... Guy Mitchell-Mitch Miller Ork..... Mercury 3646
Vic Damone..... Columbia 39415

Both Damone and the Mitchell-Miller team have uptight disks of the latest of the alternating verse and chorus styles.

WANG WANG BLUES
WHOLLY TAKE MY PLACE (WHEN I'M GONE)..... Ames Brothers..... Decca 44049
Two familiar standards are couched for one of the best disks yet turned out by the quartet. "Wang Wang" is a driving, bubbling reading of the title. "Who'll Take My Place" is handled as mood material.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among "hot" or what disk jockeys think tomorrow's hits will be:

1. MISTER AND MISSISSIPPI..... Patil Page..... Mercury 5645
2. I LIKE THE WIDE OPEN SPACES..... Arthur Godfrey-Laurel Adams..... Columbia 39404
3. DREAM..... Willie Schmidt..... Decca 42120
4. MAKE THE MAN LOVE ME..... Jo Stafford..... Columbia 39303
5. UNLESS..... Eddie Fisher-Rags Winterhalter Ork..... Decca 37546
6. LOVE ME..... Arthur Godfrey..... Victor 20-4320
7. LOVE IS THE REASON..... Arthur Godfrey..... Columbia 39404
8. DIANE..... Tommy Dorsey Ork..... Decca 27539
9. ROSE, ROSE, I LOVE YOU..... Gordon Jenkins Ork..... Decca 27539

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those who take the record retailers think tomorrow's hits will be:

1. MY RESISTANCE IS LOW..... Huey Carmichael-Gordon Jenkins..... Decca 27540
2. PRETTY EYED BABY..... Al Tamm Ork..... Mercury 5609
3. ROSE, ROSE, I LOVE YOU..... Gordon Jenkins Ork..... Decca 27544
4. WHAT WILL I TELL MY HEART..... Eddie Fisher..... Mercury 3646
5. TOM'S TURN..... Joe (Fingert) Carr..... Capitol 4594

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those who take the juke box operators think tomorrow's hits will be:

1. UNLESS..... Eddie Fisher-Rags Winterhalter Ork..... Victor 20-4320
2. UNLESS..... Guy Mitchell-Mitch Miller Ork..... Columbia 39331
3. HAPPINESS..... Guy Lombardo..... Decca 27516
4. I HAVE NO HEART..... Eddie Fisher..... Victor 20-4320
5. I CAN'T HELP IT..... Hank Williams..... MGM 10961
6. STRANGE LITTLE GIRL..... Early Howard..... Mercury 5630
7. WHERE THE RED ROSES GROW..... Martha Tilghman-Bobby Babbitt..... Capitol 4597

• The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among those who take the Country & Western Disk Jockeys think tomorrow's hits will be:

1. HOWLIN' AT THE MOON..... Hank Williams..... MGM 10963
2. MISTER AND MISSISSIPPI..... Tennessee Ernie Ford..... Capitol 13551
3. I CAN'T HELP IT..... Hank Williams..... MGM 10961
4. OLD SOLDIERS NEVER DIE..... Gene Autry..... Columbia 39405
5. WITHOUT A PORT OF LOVE..... Mame Mathison..... King 947

VOX JOX

• Continued from page 24

tery's top five new releases during the week. In that way every major label is assured of plugs for their top five tunes once a month, "using Robin Bruce, Wills, Fort Huron, Mich.

Gimmix

Paul Scott, WBIS, Bristol, Conn., sparks his kid disk show, "Storytime," via a record 45 & 45 "Chug-a-Lug." He has organized a wonderful aid in getting the kids to drink their milk in the morning. Scott has organized a "Chug-a-Lug" club for young listeners, who drink their milk while he plays the disk. He also utilizes a "magic mirror" gimmick, which allows him to see if the kids really follow thru on the milk tricks. Parents, of course, co-operate by sending in names of delinquent drinkers. . . Don John Rose, WJTN, Jamestown, N. Y.,

is "reviving hits from old movie sound tracks." Right now he's plugging "The White and the Seven Dwarfs" and "The Jazz Singer"—using exact soundings of the sound tracks. Ross features such obscure film oldies as Jessie Matthews' English Decca dinkings of "Dancing on the Ceiling." "Looking Around the Corner" and "I Dream Too Much" with ork backing by Ambrose. For departure of dead ideas (songs) which should have made the grade but didn't, Ross lists "Scars of Delilah," Nat Cole or Mitch Miller; "A Tune for Humming," Woody Herman's "Waltzing Cat," Boston Pops; "My Old Flame," Buddy Egan; Franco Trio's "Pick Yourself Up," George Sheering's "Falling Leaves," Mitch Miller's "Memories of Freddy Gardner," the "great British alto sax virtuoso."

JACK BREGMAN
ROCCO VOCCO
CHESTER CONN

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

LABEL AND NO.	ARTIST	COMMENT TUNES	POPULAR	RECORD	REVIEW
POPULAR					
AL TRACE ORK	Maria Christine	70--70--70--70			
MCURRY 3437	—Lively projection of a tight Latin novelty spotlighting one Lucia Garcia dueling out the words.				
Why Go Home?	73--83--82--84				
	—Tart's song evokes not a spirited sipping of an amusing and infectious drinking song song. Could score, particularly on tavern juke.				
BOB EBERLY (Hal Mooney Ork)	I Made a Promise	77--80--75--75			
CAPITOL 1533	—Eberly returns to woo and makes a positive impression in creating an attractive ballad.				
Alone	85--85--84--85				
	—Eberly, after a shady start, steps up a score on this fine Arthur Freed jolly Hal Mooney knock up ballad. Could help Eberly on the road back.				
RAY ANTHONY ORK	These Things I Offer You	82--85--80--82			
CAPITOL 1522	—Anthony produces another of his slick dance singles of an interesting new ballad. This one an infectious project. Tommy Meyer and the Skyliners vocalize if song catches, keep an eye on this singer.				
Mara's to Your Illusions	74--77--73--73				
	—The song and cheer, fabulous a dancer reading of a pretty class ballad from the backroom "Widow" show song. Meyer sings it.				
MEL TORME (Sid Feller Ork)	The World Is Your Ballroom	77--80--77--75			
CAPITOL 1535	—An eye catching piece from the backroom "Widow" show is sung in an engaging manner by Torme. His performance should provide some lively interest.				
(I'm Sending You) Bundle of Love	76--77--75--77				
	—Torme, with a breezy bounce single.				
TERRY GILKYSON (Lionel Broese Ork)	Moonlight Serenade	71--77--68--68			
DECCA 2754	—The new super-romantic show off his rich vocal quality in capturing a rich new duet ballad.				
Fast Freight	79--80--78--78				
	—Gilkyson does a genuine job with his own composition, a patterning den in the style of his "Ory of the West Seas" — dreamer's coming, also in a great style, with a fine, driving background.				
ANNE SMELTON (Roy Robertson Ork)	Astorian Dawn	72--72--72--72			
LONDON 1205	—The British dream delivers a tender Irish love ballad with sweetly and sentimentality.				
Down by the Glenside	69--69--71--67				
	—Another song with a special "Irish" character is neatly sung by Miss Smelton in a pleasant if soft style.				
FRED WARREN & HIS PENNSYLVANIANS	Wo Was in a Shadow	79--80--80--77			
DECCA 2740	—The Warren quartet takes on a splendid recording of this beautiful "Wo Was in a Shadow" — some of the finest vocal work they have done.				
I Whistle a Happy Tune	75--75--75--75				
	—Another lively recording by starting of the happy sounders from the Rodgers-Hartman show.				
CAMARATA (Kingsway Symphony Ork)	Piscata Rumba	81--85--80--78			
DECCA 4213	—The composer-conductor-dancer debuts as Decca with one of his new pieces, which is exactly what the title says it is. It's a lively, engaging instrumental effort, well-recorded, which could do some good, if it's more in the Boston Post style.				
Swedish Rhapsody	81--84--80--80				
	—Cammarata builds a lively, rich, scholarly work of the early theme from the floor concert suite. Fine mood music which could set up a fresh ending tale.				
MARTHA TILTON & HARRY HARBUTT (George Cates Ork)	Music in My Heart	80--80--80--79			
CAPITOL 1504	—The two artists deliver from "Stranger" "The Fiddler" — a fitting quality which is brought out in this engaging duet by Miss Tilton and Harbutt. There's "liveness" potential here.				
Powder Blue	72--72--72--72				
	—The team does a pleasant job with a moderately catchy tune.				
SONNY BURKE ORK (Ted Burke)	I'm Yours To Command	75--78--73--75			
DECCA 2736	—Decca connection of this pretty melody discovered Russ Courville failed with a somewhat soft by Don Burke. But he is doing better standards.				
Sweetest Stuff	70--72--67--70				
	—(Hub and Huber)				
	—A breezy rhythm duet is done easily by Burke with a main vocal duo singing out the lyric.				
KITTY WHITE (Sonny Burke Ork)	Parade	71--78--68--68			
DECCA 2773	—A few West Coast thrash includes a warm, tentative melody of a lovely overture. The thrash should be inspired by decca.				
You're Tired of Me	65--68--64--64				
	—The thrash is well done in capturing in handling this new melody.				
THE MADCAPS (Ev Ralston)	Who'll Take My Place?	86--86--85--86			
DECCA 2702	—The collective and sometimes a revised presentation on the harmonious instrumental effort, well-recorded, which could do some good, if it's more in the Boston Post style.				
Tin Snatchers' Riddle	84--85--83--85				
	—The harmonious tune not as easy but more instrumental with a light country flavor. A good idea but not another "liveness" contender if only for the brilliant recording sound, an ear-attraction aspect of the duet.				
NORO MORALES ORK (Pat Terry)	No Love Serenade	67--69--66--66			
DECCA 2748	—The song of "My As As" — a new up in a grassy field before ending in the "Merry" Pat Terry contributes a new tune.				
Tell Me That You Love Me	65--65--65--65				
	—Another fairly Latin-flavored dance ending on a splendid schizoid standard includes a related note by Pat Terry.				
EMMA LOU WELCH (Chuck Cabot Ork)	Someone On Skid Row	66--75--64--60			
PLASTIC 203	—Emma Lou Welches new confidence as a warm singer as she sings a heavy minor dramatic ballad, a handsy promising item. The ending ending her is polished, as is the recording. — George Shum.				
O' Trail Color Newhere	60--70--55--55				
	—Another fine singing job, another attractive artist, another great record. — Another excellent, recording ballad.				
ART LUND (S. Evans and a Pops-Larry Holmes Ork)	I Like the Wide Open Spaces	80--82--78--80			
CAPI 15116	—The 15116 record, which has a "Pops-Larry Holmes" quality, is covered pleasantly by the artist with little leading the way. If the title catches, the timing of the singing should help grab off a score.				
Rise, Rose, I Love You	74--75--73--73				
	—Another romantic effort, this of the Oriental-flavored song song with a beginning to show the signs of hitting.				
KALPH BLANKMAN ORK (Harry Prime-Peggy King)	Very Good Advice	76--79--75--75			
VECTO 20-413	—Blankman's new theme, Peggy King, makes her disc debut with this "Maid in Wonderland" ballad. She does a nice, direct sound. Many her Pops-Larry Holmes.				
Tight Rhapsody	77--80--75--75				
	—Blankman offers a marvelous new ballad in his familiar one-act style with Harry Prime and the Singing Waves making with the lyric. A neat effort.				

(Continued on page 38)

He's On His Way...

Jerry Gray

with His
"BAND of TODAY"

Just Completed ANOTHER
RECORD BREAKING 6 weeks'
ENGAGEMENT at the
**HOLLYWOOD
PALLADIUM**

**MARINE
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It's here weekly on NBC
THANKS TO GUESTS:
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'CLUB 15'
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Extensive Tour Begins With
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CURRENT DECCA HITS
"JOHNSON RAC"
Decca 27510
"WOULD I LOVE YOU"
Decca 27402
"SOUND OFF"
Decca 27408
In the Mood DANCE ALBUM
Decca Album 828
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Management MCA

DEALERS—OPERATORS

ALL THE RECORDS YOU NEED, ON ANY SPEED, IN ANY QUANTITY, WHEN YOU NEED IT. AT A 5¢ ABOVE WHOLESALE COST. ALL LIFE—45 & 78 ALBUMS—49 1/2% DISCOUNT.

NEEDLE SPECIALS

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45 R.P.M. ATTACHMENTS—451 R.C.A. .945 EACH
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SPECIAL—10" STORAGE ALBUM .400 ea. \$4.20 DIS.
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PEACOCK 1566—Brown shows a poignant
blue blues from the heart, with combo
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SHORTY LONG King AL TRACE Mercury
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THE BILLBOARD Music
Popularity Charts

Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

LABEL AND NO. OF ARTIST COMMENT TUNES

Continued from page 37

POPULAR

VAUGHN MONROE & ORK
Old Soldiers Never Die 88-90-88-86
VICTOR 20-4144—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.
Love and Devotion 83-84-80-84
Decca 20-4145—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.
ENCORES & ENSEMBLE (Chuck Cabot Ork)
Let's Go On Your Own Way 55-55-55-55
Decca 20-4146—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.
Eliz With the Polka Dot Umbrella 58-60-55-60
Decca 20-4147—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.
DOROTHY CLARE (Laurie Holmes Ork)
A Kalia's Hair 77-80-75-75
Decca 20-4148—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.
Maybe I Never Loved You 64-67-63-63
Decca 20-4149—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.

INTERNATIONAL

FRANK YANKOVIC & HIS YANKS 83-83-83-83
Let's Be Careful 75-75-75-75
Decca 20-4150—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.
Charles Yankovic & His Yanks 70-72-68-70
Decca 20-4151—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.
Way Up the Hudson 75-75-75-76
Decca 20-4152—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.

CHILDREN

ROSEMARY CLOONEY (Percy Faith Ork)
The Syncopated Clock 75-74-76-75
Decca 20-4153—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.
What'll The Bull? 70-70-70-75
Decca 20-4154—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.
JUNE WINTERS (Huge Powers Ork)
Alice in Wonderland (Parts 1 & 2) 82-82-82-85
Decca 20-4155—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.

SPARKIE (BIG JOHN) (Ray Carter Ork)
Rex, Rabbit, Run 80-80-80-85
Decca 20-4156—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.
Little Red Caboose 79-79-79-85
Decca 20-4157—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.

NORMAN ROSEN Children's Record Club 80-80-80-85
The Carol Song 77-77-77-85
Decca 20-4158—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.

NORMAN ROSEN (Gene Lowell)
The Magic Clock (Parts 1 & 2) 77-77-77-85
Decca 20-4159—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.

GENE LOWELL CHORUS
I'm Dreading Myself 80-80-80-85
Decca 20-4160—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.

Little Old Cut
Tom Glazer 81-81-81-85
Decca 20-4161—A recording, respectfully rendered production of the
Marcher-ensemble music. Should be a worth buy.

Presser To Stage Wax
Music Recital Series

PHILADELPHIA, May 12.—Col-
lector items and the new wax
will make up a series of Thursday
evening record recitals being
staged in the Presser Auditorium
of the Theodore Presser Music
Company by the Philadelphia
Record Society.

Addison Porter, president of the
group, claims a record collection
of some 13,000 disks, dating back
to an 1890 cylinder represented
from the original matrix to a flat
recording. Record recitals are re-
moved from the jazz side, set up
for the public "to encourage good
music and for the benefit of those
who otherwise might have no op-
portunity to hear it," according to
Sheldon Farber, treasurer of the
Society, which also has a record
evaluation committee for getting
up the recital programs.

KMPC Debuts
Longhair Seg

HOLLYWOOD, May 12.—A
two-hour classical program is
off on KMPC next week, thus be-
coming the second permanent
longhair seg on the station. Other
classical show is a one-hour Sun-
day morning program, airing for
the first time the new series of
Adventures in Music, goes into the
air May 14. The series, narrated by
Dr. Karl Wecker, general manager
of the Hollywood Bowl for the past
seven years.

KMPC has spasmodically pre-
sented other longhair segs in the
past, such as One Hour of the
Opera, Music in the Air and a
series with Eugene Ormandy and
the Los Angeles Philharmonic. One
of the highlights of the Wecker
classical series will be the new
series in uninterrupted form, such
as four or five-movement pieces.

Acheson Named Rep
For Sheldon on Coast

HOLLYWOOD, May 12.—Tom
Acheson was named to rep Sheldon
on the coast. The new series is
the first time the Eastern publicity
has maintained a rep here.
Sheldon's Scott Gale last recently
for San Francisco, concluding his
tour of duty. Acheson will be in
charge of the new series. He has
decided Acheson would spend at
least four weeks building up con-
tacts with the trade and press.
Following the break-in period,
Acheson will begin full-scale op-
erations for SM.

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to coast. The Billboards of the
Billboard Service and find it a real
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Top Recording

of the Year

BRIGHT EYES

And His Lovely New Warts

YOU MADE ALL MY

DREAMS COME TRUE

OCT 1950

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THE BILLBOARD

Music Popularity Charts

The Honor Roll of Popular Songwriters

By Jack Burton

No. 92—MABEL WAYNE

In Tin Pan Alley Mabel Wayne ranked as America's first lady of song.

Of the five or six women songs who appeared on the covers of million-copy sellers, including Mabel Wayne with Sweet Rosie O'Grady, Dolly Moore with Three O'Clock in the Morning and Dorothy Fields with I Can't Give You Anything But Love, Mabel Wayne had the jackpot twice with *In a Little Spanish Town* in 1926 and *Romance* the following year—an achievement matched only by that of the late Carole Jacobs Bond with *I Love You Truly* and *A Perfect Day*.

Moreover, Mabel Wayne is still creating hits in an era when record sales have replaced sheet music sales as the index of a song's popularity, and celebrated her silver anniversary as a songwriter by composing two radio and juke box favorites of the 1949-50 season: *On the Holiday* and *On the Outgoing Tide*.

From the day of her birth, July 16, 1904, Mabel was destined for musical career. She came from a musical family, her father playing the cornet and her brother the mandolin. Mabel began taking piano lessons when she was in Brooklyn grade school. During a visit with an aunt in Switzerland she convinced her mother to let her study under private tutors. Upon her return to this country she enrolled in the New York School of Music to study composition, voice and piano. At the age of 18 she was ready for her stage debut.

Vaudeville
As a singer, dancer and pianist, she toured the Keith and Orpheum vaudeville circuits for three seasons, spending most of her time between shows at the pianos backstage or in the orchestra pit drawing to them by her urge to write popular songs rather than to sing them.

At the close of the 1925 season, Mabel Wayne submitted one of her melodies to Leo Fein's office. It not only was accepted but became a hit, and with the royalties received from her first published song, *Don't Woke Me Up, Let Me Dream*, she financed a vacation in Southern California where she fell under the spell of the old Spanish missions and primitive Indian villages.

It was money well spent—money that paid rich dividends. For on her return to New York, Mabel wrote and submitted the theme of the romantic Southwest into music and wrote what proved to be her first million-copy seller, *In a Little Spanish Town*. This set the pattern for the Tin Pan Alley's most famous songs—*Romance*.

Written on the spur of the moment, it caught up the exploitation of a silent film based on Helen Hunt Jackson's novel, *An Indian Boyhood*, in less than an inspired

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Over 1,000 Songs for Customers
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Complete Inquiries Bought

CORRECTION NOTICE!

Due to a typographical error on page 28 of the May 12 issue

WONDROUS WORD (of the Lord)

by Ken Carson

BIBLETONE RECORDS, INC.

The correct spelling is as appears above. Sorry!

It Happened in Monterey was the outstanding number of Paul Whiteman's starring picture, *King of Jazz*, and its composer was a featured attraction on the air and made personal appearances with her own orchestra in the principal theaters of this country and abroad.

But the popularity of *In a Little Spanish Town*, *Romance*, which permitted Mabel Wayne to indulge her passion for European travel, also caused her many troubled nights. She was typed as a composer who wrote only in the Spanish idiom. So she set out to prove such a brand was false and concocted her own style. Her subsequent hits, *Little Man You've Had a Busy Day*, *As Long as You're Not in Love With Me*, *Anybody Else Why Don't You Fall in Love With Me?*, *His Majesty, the Baby*, and *Rose Ann of Charming Cross*, had no Spanish much hanging on them, and you can't hear the tiniest tinge of mission bells in the music of *Dreams of Hawaii* and *On the Outgoing Tide*.

In addition to being America's first lady of song, Mabel Wayne also holds the world's record for bad timing. In the late summer of 1941 she wrote *It Happened in Hawaii*. Five months later the Japs made their sneak attack on Pearl Harbor. After the day that will live in infamy, "the song was speedily shelved for the duration of the war. Had the Nips ever gotten their hands on a copy, they would have used it. It remained in Hawaii for musical banal.

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher and not the original publisher, is given, and songs now in public domain (first copyrighted in 1894 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

MABEL WAYNE'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

1925—DON'T WAKE ME UP, LET ME DREAM

Lyrics by L. Wayne. Music by L. Wayne. (Glee)

1926—IN A LITTLE SPANISH TOWN

Lyrics by Sam Lewis and Joe Young. Music by L. Wayne. (Glee)

1927—RAMONA

Lyrics by L. Wayne. Music by L. Wayne. (Glee)

1928—CHICOITA

Lyrics by L. Wayne. Music by L. Wayne. (Glee)

1934—LITTLE MAN YOU'VE HAD A BUSY DAY

Lyrics by L. Wayne. Music by L. Wayne. (Glee)

1935—HIS MAJESTY, THE BABY

Lyrics by L. Wayne. Music by L. Wayne. (Glee)

1937—AS LONG AS YOU'RE NOT IN LOVE WITH ME

Lyrics by L. Wayne. Music by L. Wayne. (Glee)

1938—WHY DON'T YOU FALL IN LOVE WITH ME?

Lyrics by L. Wayne. Music by L. Wayne. (Glee)

1941—IT HAPPENED IN HAWAII

Lyrics by L. Wayne. Music by L. Wayne. (Glee)

Available on the following records: Decca 2525, Jimmy Dorsey; Decca 37925, Ray Kern.

1 UNDERSTAND

Lyrics by Ray Kern. Music by L. Wayne. (Glee)

1926—ROSE ANN OF CHARMING CROSS

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1928—THE LANGUAGE OF LOVE

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1946—ALL THE WAY FROM SAN JOSE

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1946—DREAMER'S HOLIDAY

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1948—ONCE IN A BLUE MOON

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1950—ON THE OUTGOING TIDE

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1950—KING OF JAZZ

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1950—HAPPENED IN HAWAII

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1950—ONCE IN A BLUE MOON

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

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Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1950—HAPPENED IN HAWAII

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

Album and LP Reviews

TANOS FOR TWO—Harry Horlick

Decca 2525, Jimmy Dorsey; Decca 37925, Ray Kern.

1 UNDERSTAND

Lyrics by Ray Kern. Music by L. Wayne. (Glee)

1926—ROSE ANN OF CHARMING CROSS

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1928—THE LANGUAGE OF LOVE

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

1946—ALL THE WAY FROM SAN JOSE

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1950—ONCE IN A BLUE MOON

Lyrics by Sam Lewis. Music by L. Wayne. (Glee)

POPULAR

60-100 TOPS

80-89 EXCELLENT

70-79 GOOD

40-69 SATISFACTORY

0-39 POOR

popular with his warm, rich-toned

couplings. These are his latest

attempts to attract—there are more a couple

of these than *Glenn Miller* or *Stan*

Worrell's, and most of the arrangements are

more urbane, and all are superbly

well done.

JACKS

Not suitable

For related music

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Shirley's Southern Comfort—78

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B. SEAMSTER
E. NORDING
A. SLISKY
E. SAT

SIDESHOW

HARRY COLUB—Manager
SAM ALEXANDER—Manager
CHAS. (JERSEY) SCHANK—Boss
Circus

CONCESSION DEPT.

N. SOBOL—Mgr.
DON LAKIN—Cashier
M. CUSBY—Diner
CHICK SHERMAN—Sne Balls
LEO SALINSKY—Popcorn
JOHN THE BAPTIST—51 Stand
BUDDY CANNON—Novelties
MARTIN HEALY—Flies

MENAGERIE STANDS

R. SPENCER

USHERS

TEX ROWAN—Chief Usher
SOLOMON RING—Asst.
ALAN OWEN—Special Petting
WM. CABBART
JACK FURTON
W. WILLIS
DON SMITH
KEN SMITH
RICHARD HAHN
JAMES GROSSIT
C. BEERY
T. BLANKENSHIP

WFA To Meet November 13-15

SACRAMENTO, May 12.—Western Fairs Association will hold its annual meeting at Hotel Del Coronado, San Francisco, Calif., November 13-15, Louis S. Merrill, WFA general manager, announces.

A committee, appointed by President Tom Dodge, including William S. Randall, John Logansino and C. B. (Jack) Afterbaugh selected the site.

All meetings as well as meals will be held under one roof, which Randall, convention committee chairman, believes will allow for the accomplishment of more work with a minimum of stress. Last year's session was held in Fresno.

PNE Giveaways Total \$12,000

VANCOUVER, B. C., May 12.—Pacific National Exhibition here is offering prizes totaling \$12,000 to purchasers of tickets bought during the advance sale which begins today.

Four automobiles will be given away in addition to merchandise certificates and cash. Cars are a Buick, Dodge, Ford and Austin.

The Best in Talent . . .

Supplied by
BARNES-CARRUTHERS

For your show—
Large or Small
Find Out Today
What Many
Others Have Already
Found Out

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OCTOBER 5-6, 1951
Day and Evening

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64 New Britain Road
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WANT

A good carnival with at least five Rides and twenty Concessions for our
COMMUNITY FAIR
September 12-15
J. M. ROBERTSON, Secy.
Phone 120
Lomb, Missouri

Gray Office To Publicize South Jersey

CAMDEN, N. J., May 12.—National publicity for the 1951 South Jersey State Fair and Exposition, which gets under way Thursday (24), is being handled by Robert Gray Associates, New York City. Harry Williams is handling the local work.

Gray firm handled publicity for the 1950 fair. The 1951 parade staged late last month in New York. Outfit will concentrate on lending newsworthy footage of the event.

Fair directors may stage pyro show from a large anchored in the Cooper River off the back end of the town. The event's last town location makes land-launched fireworks prohibitive. Free attractions will be supplied by Cooke and Rose, of Lancaster, Pa., and high-diver Jimmie Jamison will be featured. Six exhibit tents have been secured from W. H. Vanderherchen, Philadelphia.

Goshen, Ind., Adds Seating

GOSHEN, Ind., May 12.—Likewise, with the possibility of an increase in grandstand seating capacity this year by the addition of 80 feet of bleachers, reports Roy M. Amos, secretary, reports. The new seating plan also will be completed and all buildings are to be repaired.

Attraction program including a stage revue all five nights, one afternoon and one night of stock car races, a mainline motorcycle race, horse and tractor pulling contests and one program of American bumpy races.

Santa Ana, Calif., Gets Govt. Okay On Use of Plant

SANTA ANA, Calif., May 12.—With the possibility of the reactivation of the former Santa Ana Army Air Base here, the Orange County Fair is practically assured that its 1951 show August 13-19 can be conducted as scheduled.

Ray Edwards, fair president, and R. M. C. Fullenwider, secretary-manager, conferred with officials of the Department of Interior, Bureau of Land Management and Real Property Disposal of the National Park Service, in an effort to learn future disposition of the old base.

The fair's management had feared that this year's plans might be jeopardized if the base was reactivated. However, they were assured that at the present time it was highly improbable that the government of Dallas would request the use of the grounds.

With the go ahead sign, the fair is apt to be remodeling of a former gymnasium to be used as the main exhibit building during the 1951 season.

Regina Exhibition Repeats Baseball, Hikes Prize Dough

REGINA, Sask., May 12.—Baseball tournament feature of the Regina Exhibition, instituted last year, will be repeated this year, with prize money raised from \$2,500 to \$4,000.

Late afternoon event drew hefty crowds in 1950. This year's entire accommodation will be increased, with more reserves, and season tickets will be sold. Tourney is an invitation affair, with eight teams invited.

Wauson, O., Sets New Steel Stand

WAUSON, O., May 12.—Fulton County Fair will use its new 3,000-seat grandstand this year for the first time. Mrs. C. J. Keller, secretary, announced.

Other plant improvements this year include a show pavilion and new rest barn. The school exhibit building is expected to be renovated in time for the fair.

Del Mar Event Pacts Cooley, Ups Admissions

DEL MAR, Calif., May 12.—After an absence of two years, grandstand talent shows will be resumed this year as a feature of San Diego County Fair, with the gate being upped to 85 cents for adults and 25 cents for children. The open-up admission, which had risen from a former 60 cents, will include the shows.

Set to open for 10-days beginning June 29, Spade Cooley and his television troupe will play for the two Friday night shows. New show opens Saturday (30) for the two Friday nights and includes Al Lyons, emcee and musical director; Peg Lee Bates; Hector and His Fair; the Kramers, acrobats; Johnson and Deith, jugglers, and the Marion Rankin line.

A show to run July 5, 7 and 8 is yet to be set.

LaPorte, Ind., Sets '51 Plans

LA PORTE, Ind., May 12.—The La Porte County Fair here has completed its attraction line-up that will include the Chicago Midway and LaPorte Midway, a Barnes-Carruthers night revue and three performances by the Chilworth Auto Thrill Show.

In addition, the fair will have four days of harness races and a kids' day featured by 30 special events and a pony game.

The annual implement exhibit will be brightened this year by overhead lighting and will be arranged in regular midway fashion.

Salt Lake City Adds 15,000 Feet Of Exhibit Space

SALT LAKE CITY, May 12.—Utah State Fair here will increase its exhibit space this year 15,000 square feet, all under cover, J. A. Theobald, secretary-manager, announced.

Biggest addition will be a 105 by 100-foot tent which will house a 1,000-seat movie theater and vacation and travel displays. One new building, with 2,000 square feet of floor space, is being erected for youth vocational training exhibits and 1,000 square feet will be added to the poultry-pigeon building.

Detroit Bookers Set 10 Annuals

DETROIT, May 12.—United Booking Association here will provide grandstand attractions at six Michigan and four Ohio fairs this year. It also has booked the Wayne, Mich., annual Horsecoming Celebration for the 36th consecutive year, Henry H. Luaders, announced.

Michigan fairs include Lapeer, St. Johns, Gladwin, Imlay City, Charle and Piquette. Ohio fairs are in Ohio are Zanesville, Wapakoneta, Napoleon and Findlay.

Chattanooga Offers Record 15G Prizes

CHATTANOOGA, May 12.—Chattanooga-Hamilton County Interstate Fair here will offer a record \$15,000 in premiums this year, Maude H. Atwood, secretary, announced. In 1941 the annual offered \$2,100 in prize money.

Hennies Shows will provide the midway this year and George A. Hamid & Son again will furnish the free grandstand show.

Call for exhibit space from local merchants and manufacturers has exceeded any previous year, Mrs. Atwood reports.

Morristown Schedules Home Center

MORRISTOWN, N. J., May 12.—An extensive better homes center, with local civic officials, county banks, utility companies and appliance manufacturers acting as sponsors, will be the principal feature of Morris County Fair, August 21-25.

Chairman of the project is Helen Mahrele of the Rutgers University extension staff. Advantages of home building in this county will be pointed up as part of the exhibit, coupled with appliance demonstrations.

Fessenden, N. D., Adds Stock Cars For First Time

FESSENDEN, N. D., May 12.—Wells County Fair will have two stock car race meets here for the first time this year. Tony Lill, secretary, announced. Frank Winkley will stage the afternoon and evening meets July 13.

William T. Collins Shows again will provide the midway and will set up on a newly graded lot. Williams and Lee will hold forth in the grandstand the first three afternoons and evenings, while Aut Swenson's Thrillride takes over an evening performance July 13.

Dancing also will be provided at night.

Now Is the Time To Think of . . .

BIG EXTRA SAVES

Let a
SALES IDEA
See Page 53

ATTENTION! FAIR SECRETARIES CONTACT ERNIE YOUNG AGENCY FOR YOUR 1951 GRAND STAND SHOW

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THE AERIAL
SENSATIONS
110 FL DOUBLE
CRIS-CRIS
SWAYING HIGH
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BEAUTIFUL
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Carried with Rides and Concessions for
ANNUAL 4-8 AND F. & F. FAIR
July 14, 15, 16
GILMANSTON COMMUNITY CLUB
Gilmanston, Wisconsin

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Carried to play the first week in
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B. B. I.
Fairview Farmery Fair
Barnesville, Indiana

GIVE TO THE RUNYON CARNED FUN

\$100,000*

We need a GOOD FLASHY CARNIVAL

Central Iowa Fair Marshalltown, Iowa
Five Big Days — August 16-20
Liberal Terms — Liberal Policy
Reliable Operators Write
MAX MILO MILLS, Secy.

CENTRAL IOWA FAIR, MARSHALLTOWN, IOWA

*Possible Gross Receipts

* REG. U. S. PAY OFF.

SALES

for a
SOLID SALES IDEA
See Page 53

Midway Contab

When Blue Grass Shows was in Henderson, Ky., Mr. and Mrs. Jay Williams and Mr. and Mrs. J. H. Williams, National Coach and Mary Kania and Bill and Mary Hamilton, niece of Jay Williams. The Williams are on the Gladstone Shows.

Gill Tava, general agent on North Carolina Exposition Shows the past three years, has joined John Darland's Royal United Junior Fair, Wednesday, May 23, at Charlotte, N. C., under Junior Fair, Inc., of Charlotte, N. C., as general agent. ... M. J. Trotter, of Prell's Broadway Shows, recovered the body of a five-year-old boy, who had drowned in the Rivianna River, during a fire at Charlottesville, Va., last week. Trotter was one of a number of the show's personnel who joined the fire department in attempts to locate the body. ... Marvin Hulick recently joined P. C. Boyle Show with several concessions. ... Honey Lee Walker has joined Ray Marsh

Bryden's Peep Show on W. G. Wade Shows as talker. Show features Diane Ross and her monkey.

Bill Lynch Show, of Halifax, N. S., is banking in on institutional publicity. An illustration of the newly selected "This Is New Brunswick," by Jessie J. Lawson and Jean M. Macdonald, is being used to give a good view of the Lynch midway filling a date at Stanley Fair, at Central New Brunswick. Line-up of attractions in Le-Ola's Side Show, Congress of Wonders, the Morris Haploids. Shows include: Le-Ola, Owner-manager and animal attraction; William Stelone, tickets and talker; Francis Jobimski, adult lecturer and talker; Dr. Chanda, magician; Madame Snee, rummyler; Cora, two-headed baby; Frank Keadla, torture act; Lady Penny; gink; Fayetta, alligator-skinner; Ruby, girl with a horse's head. (Continued on page 64)

Ex-Druggist Found A Tonic in Showbiz

Continued from page 49

concessions, Joe's father one day found himself in possession of a Merry-Go-Round representing Colgo on which he had loaned money. Joe and his brother undertook the job of erecting and operating the unit. The carnivals were pretty good and the work was pleasant. It wasn't long before Joe decided that show business was better than the drug business.

In 1932 he joined Billy Clark's Broadway Shows, a 25 railroad unit, in Cynthia, Ky. He joined on as a special agent and has never left the ranks of the show representatives. His knowledge of the business is confined to the bookkeeping-management end and he wouldn't know how to set up a concession if he had to. Joe says.

After serving with Rubin's Model Shows for a couple of years, Joe re-entered the drug business in Atlanta. During his stay in Dixie metropolis he put some money together, set up his plans, and in conjunction with R. P. McLondon formed the Capital City Shows in 1939.

Former Owners Join
The depression was on and business was bad. Business in the industry was so awful, Joe recalls, that his outfit numbered among its personnel at least seven ex-carnival owners. They were L. J. Heth, Mac Cody Fleming, Dick Harris, Cecil Rice, Lee Crescen, Dave Wise and T. L. Dietrich.

The following year Joe joined L. J. Heth, who had recouped his fortune to the extent that he was ready to begin to launch a show, although this time it was on trucks and not on rails. Joe has remained with L. J. ever since, except for the 1942 season when he

left to operate the Blue Ribbon Show on the route for a number of years. Joe has a three-way deal with the show. He is a partner in the operation of several rides with Floyd R. Heth, in addition to booking the show and handling the office when the org is on the road.

Joe's various duties dovetail nicely. For many years he has been booking the same territory. In it is a, Illinois, Kentucky, Tennessee, Georgia and Alabama. His booking is well known and booking normally doesn't involve much time or intrigue any more.

Actually, Joe usually has his route in his pocket by the time he gets to the Georgia meeting. This year was no exception. Still he was apparently as busy as any other agent in Atlanta's Piedmont Hotel. When queried, Joe explained the reason he was working on the 1952 route.

Most of the Heth Show fairs have been on the route for a number of years, including one for 18 seasons and another for 10. Nothing is taken for granted, however, and the Heth crew sets up shop just like any other show which it is wide awake and on its toes.

Little Excitement
Joe does not admit to any undue excitement connected with his lengthy show business career. He regards the carnival business pretty much the same as he would a drugstore had he continued in that field. He is re-adoring a service and catering to many people. The problem is to entertain them and keep them happy, Joe says.

Like so many others, Joe experienced the hardest part of his career during the depression years. There was no thought of quitting, since no other field offered any greater promise at the time. There wasn't anything else to do but hang in, and nearly everyone who remained in the field had to do just that when their earnings hit their lowest ebb.

In many of the communities which he contracts, Joe is fronting for the big show, since the Heth organization presents 14 rides, plus a pet, ride and truck on 36 trucks, including billing units. Formulating major bills is L. J. Heth, the show's administrator owner, whose youthful vitality never ceases. The Fronting Unit. When it comes to setting the show down in a lucrative spot they form a team.

Joe is unique among general agents in that he is a member of the board of the Georgia Association of Fairs. He is also a member of the Missouri, Shrine, Elks, Eagles, Fraternal Order of Police and the Showmen's League of America. It doesn't hurt to be a joiner, especially when success in your field depends largely on contacts and friends, Joe says.

Joe has been married to Jean Stelone, former actress, since 1934 with the Lums and Abner show, for the past 13 years. They have no children. The Fronting Unit is in Birmingham where the show winters.

LAWRENCE Greater Shows

AMERICA'S MOST PROGRESSIVE CARNIVAL

WANTED FOR RAY AND DATE WITH BIRMINGHAM BOYS' CIRCUS AT PHILADELPHIA. THIS SHOW IS POSITIVE THE ONLY SHOW PLATING THE BROAD STREET LOT. WE WANT THE STRONGEST ROUTE OF FAIRS IN THE EAST, INCLUDING THREE STATE FAIRS, STARTING WITH THE DELAWARE FAIR AT NABINTON IN JULY, THEN ALL FAIRS THROUGH NOVEMBER.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds. Age and Scale, Bucky Vagor want Buckets Agents, Steve Haley, get in touch with Commodore, Mike Bacon, get in touch with Curly Graham, also P.C. with Horry Finkle. **SHOWS:** Manager for complete and beautifully framed Monkey Show, our monkey acts like Mrs. Dabson's monkeys, easy to handle. They are the largest show in the world and we have props and costumes. Para Freeman and Art Freeman, get in touch. **AM PERRY ARCADE,** MOTODROME OPERATOR AND RIDER. Want capable Operator for Comptrolly rebuilt Motodrome, Cliff Hoffman, want Operator for Fordwood, complete rebuilt with beautifully decorated front. Want Midget Show, Side Show Acts and Grinder for Snake Show. All contact us, excellent proposition.

RIDES: One monkey show to work with Twin Whips, also Little Dipper, Kiddy Boat Ride and other rides not conflicting. Live Pony Ride; Tom Evans, contact.

HELP: Want Foreman for Twin Fairs Whips, also Second Men on all rides and Caravanmen. Red McVee wants to hear from all of his Help.

LAWRENCE GREATER SHOWS
SPARROWS POINT, MD., MAY 14-19
CIRCUS DATE TO FOLLOW AT PHILADELPHIA

SAM LEVY, Manager

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

MUSKEGON, MICH., May 23-June 2

WANT — Motordrome, Glass House, Animal, Funhouse, Mechanical City, Uborn, etc. Especially want Side Show, Illusion, or Large Animal Show.

CAN PLACE — Photos, Ice Cream, Novelties, Glass Pitch, String Game, Coke Bottles, Ball Games and other Merchandise Stands, Good territory for Penny Arcade.

CLYDE BUTLER wants Agents for Hanky Panks.

MRS. F. W. MILLER wants Girls for Dancing and Posing Shows. Top salaries.

JOHN QUINN, Mgr., Lansing, Mich., until May 20th

WANT — Long Range Gallery: John Vaday, contact me: Frozen Custard, Photo Gallery, Can Place Slim Concessions such as Siring Game, Duck Pond, Pitch Tilt You Win, Daria, Punk Cats, or what have you.

SHOWS—Motordrome, come on Boudreau, Can use any Grind Show, Fun House, Snake, Illusion, or Animal Show, George Boussea, come on. Would like to hear from Bill Deval, you can make money here.

Lou and Red, Sonja Dunn and Bea, contact Lassy Saunders.

This is the finest side show in the East and whatever you have can't help but make it pay off.

Week of May 14 to 19, Frankfort, N. Y.; May 21 to 26, Rome, N. Y. Contact

ROLAND CHAMPAGNE

W. W. MOSER, Central States Shows

North Platte, Nebraska

Have good opening for Cook House, also Fun House, Side Show Manager with people, Iron Lung.

Can place Photos, Novelties and Derby. Tex Chambers wants Agents.

Clyde Davis wants Girls for Girl Revue, also Talker. Want talent for Athletic Show.

Have a couple openings for Ride Men. Wine

W. W. MOSER, Central States Shows

North Platte, Nebraska

Quinn Leases Plot Adjoining RBPhilly Lot

PHILADELPHIA, May 12 — City Council's committee on city property has approved the leasing to John A. Quinn, local concessionaire, of a tract of land bordering on the plot which will be used by the Ringling circus.

Circus will pay \$2,000 for the use of the South Philadelphia site from Monday thru Saturday (21-26) for the same period. Quinn, who holds concessions in a number of states in this vicinity and who operates a kiddie park at North Philadelphia, for a choice real estate adjoining the Ringling circus lot here.

Star-Lite Springs At Moline, Ill.

MOLINE, Ill., May 12 — Star-Lite Springs, new organization set-up by R. L. (Boss) Sander and a (Spot) Mason, bowed down Friday (11) with 7 rides, 4 shows and about 20 concessions. The org, which winters here, will tour Illinois, Iowa and Nebraska.

NEW COASTER RIDE

Owner Brothers of Tampa, Fla., are now installing the most modern and beautiful placed in Florida. This ride, opening all winter, this new ride is the one that has been the complete success of the Florida coast. It is a roller coaster and loaded in 2 and a half hours. Ride enters in both children and adults and is a lot more better. Ride will be on the market this fall. Contact:

LOVER BROTHERS

2024 RIVER TERRACE TAMPA 4, FLORIDA

CARNIVAL WANTED

FOR V.I.W. JULY 4TH CELEBRATION

Week July 4, Oneville, Md. Contact CALVIN SHANNA

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BERNARD PITCHER

417 W. JACKSON, Suite Greenfield, Ill.

AMERICA'S BEST MIDWAY

Harrisburg, Pa., this week; Jersey City, N. J., to follow.

Want Fish Pond or Duck Pond, Humper, Pitch-Til-U-Win, String Gama, Bell Games Jewelry, Dart Gallery and other Handy Panks. Can place Goldwyn and Razzia Dances. O. C. Lanes, dentist or come on. Want Shows with own outfits. No Girl Shows nor Shows with Girls. Bunty and Joseph. Both with concessions please contact. Privilege reduced. Rex Miller, come on. Have concession, let me know. Fair Secretaries in Indiana and Kentucky we have weeks July 26th and August 6th open.

Address: Brandenburg, Ky. this week, Carrollton, Ky., next week.

Merchandise You Have Been Looking for
Ties, Cuffs, Enamelware, Houseware, Aluminum Ware, Decorated Towels, Ties.
Every Kind of Glass are, Ribbons, Name, Menus, Plaques, Signs, Flying Bells, Whips.
Balloons, Maps, Cans, Sell Game Specials, Binge Merchandise.

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and Type of Goods You Are Interested in.

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GIVE TO DAMON KONTON CANCER FUND

624 4th St., South St. Petersburg, Fla.

**Detroit 250th C
National Open**

three-quarters of a cent to persons who pay 10 cents to play a machine. Harry Goldstein, assistant city solicitor, said: "There is no lottery involved since there is no element of chance. Each person receiving a coupon may receive it at its cash value and is not

CANDY, BULK REPORT OWN EMERGENCY PLANNING

Stock Vital Vender Parts, Set
Help, Diversification Programs

By FRED AMANN

CHICAGO, May 12.—Candy and bulk operators are preparing to cope with a new factor which will affect their methods of doing business. Threats of possible operational curtailments are being felt during the regulation-free

period ahead have resulted in their setting up countermeasures to maintain uninterrupted operation and at least hold to normal earning capacity.

Against this list comes the stocking of spare parts to permit continued pack functioning of equipment, widespread use of dime candy; improved employee programs such as group insurance plans, etc., and serious consideration of further diversification.

This is the first of a series of articles on what different types of operations are doing to solve their own problems during the present emergency period. It is based on a nationwide check of operators by The Billboard. The second article will deal with beverage operations.

In general, candy and bulk operators saw some bright spots in the over-all picture. With a proper check on "panic" type buying, moving into "all and any" type locations, and systematically adjusting themselves to changes as

required by future merchandise, machine, employee availability, operators think they can come thru the more difficult days ahead on at least a par with other major businesses in the United States.

Parts Picture

The survey showed that while at least 25 per cent of responding candy and bulk operators were taking action to accumulate better stocks of spare machine parts, there was no danger of such action becoming a "run" to, to date, all of the major concerns. Candy and bulk vendors have been able satisfactorily. It was reported.

Most important on the candy operator's "spare parts list," it was shown, are slug rejectors and coin mechanisms "to meet product price increases." While dime sales (for bar units) were advanced as the big factor here, a growing interest in odd-odd operation was also noted. Sixty per cent of responding bulk operators said their spare parts buying consisted of:

(Continued on page 82)

Cite Boom Bev Locs in Motels

CHICAGO, May 12.—Motel owners are reporting stepped-up interest on the part of beverage vender operators as a source of new customer potential. A digest of what is expected in the time transient trade installation is featured in the May issue of Vend. It points out that the absence of conveniently spotted restaurants and snack bars in the majority of motel locations the country is a deciding factor in the anticipated boom in tourist locations this summer.

To install a complete restaurant, or even adequate lunch facilities, in a motel is a costly project, particularly at today's high materials.

(Continued on page 82)

NCA Announces Coniab Program

CHICAGO, May 12.—National Confectioners' Association has announced the business program for its 1951 convention to be held at the Stevens Hotel here June 2-7. While the exposition will open Monday (4), following a pre-convention get-together Sunday (3), the official opening of the meet will take place Tuesday (5) morning.

Stilling Candy is the Mobilization Economy will be a kick-off subject at 10 a.m., with leading industry executives answering such questions as: Are Candy Merchandising Methods Changing? What Are Potentials of Bar, Box and Bag Confection? In There's a Sellers' Model Office?

James A. Farley, chairman of the board of The Coca-Cola Export Corporation, will speak at the

(Continued on page 82)

Pitch DuGreriers At NYC Locations

NEW YORK, May 12.—Direct sale of DuGreriers machines hit the work week with direct mailings to location- and first placements expected within a week or two.

But unlike DuGreriers' sales in other cities, where tobacco wholesalers have taken on a company sales franchise primarily to build up cigarette volume, the local

NAMA Region 8 Coniab June 17

CHICAGO, May 12.—National Automatic Merchandising Association announced that Region 8 has scheduled a meeting for June 17 at the Chase Hotel in St. Louis. Business session will run from 10 a.m. to 2 p.m., including time for lunch at noon, according to a Preliminary regional chairman, DuGreriers, of the area committee.

Meeting operators and vendors, name of the Phillips, details will

deal has been given to a new firm, the Direct Vend Co., and to operators.

Headed by two ex-operators, the company apparently changed its name from Agnew-Johnson to Direct Vend Co. and its equipment sales alone, permitting purchasers to buy cigarettes on the open market.

The sales plan outlined by Peter Costakos and Paul Glinco, Direct Vend operators, asks local owners for \$38 down on a DuGreriers 7-column, all-coin unit and monthly payments of \$30 for one year. The 9-column model is offered for \$45 down and 12 monthly payments of \$21.

Total cost of the 7-column DuGreriers is \$275. Under the National Automatic Merchandising Association convention last November, prior to DuGreriers' switch to a direct-sale policy, the same machine carried a list tag of \$145.00.

Direct Vend's gross for the 9-column adds up to \$286. At the same time, the gross for operators for \$189.50. Both models carry penny changers as standard equipment.

Costakos said the arrangement would give him firm repair facilities, would enable him to repair Saltonstall-owned vendors free of extra charge for six months after purchase, and would give general practice tobacco jobbers handling DuGreriers (Continued on page 82)

says the report, retailers lose out when they buy equipment outright. The disadvantages to the retailer are stated as:

1. "No guarantee of maintenance and repair by manufacturer or distributor."
2. "A 'great investment' on the part of the retailer."
3. "Leakage of merchandise."

NAMA Region 2 Names L. Sloan

ALBANY, N. Y., May 12.—Lewis A. Sloan, Merjan Dispensary, Levittown, N. Y., is the new defense program chairman for Region 11 of the National Automatic Merchandising Association. Sloan was appointed during the region's annual meeting held here coincident with Auto Show Merchandising week.

Approximately 60 industry representatives had been on hand for a meeting at which Aaron Goldman, president of the G. B. Macke Corporation, Washington, was the principal speaker. Goldman outlined the NAMA defense program.

Group discussion of operator problems were chairmanned by Leonard A. Wescott, president of Vending, New York, and Al Martin, Canteen Company, Seattle.

Remove Slug Ejectors for Steel Nickels Can. Op Told

OTTAWA, May 12.—Distributors of vending machines throughout the Dominion will be asked to remove slug ejectors from their place more firmly in the Canadian people, the Royal Canadian Mint stated last week in announcements it could not disclose. The non-magnetic steel 1-cent coin (The Billboard, April 28.)

Canadian operators look for first real volume of steel nickels appears this fall. The new coins, offered to help conserve Canada's supply of strategic nickel, will be attracted and rejected by the magnets in the coin mechanisms.

Altho metallurgists tried to produce a partially non-magnetic coin for the mint, to satisfy vending

CIGAR VENDERS SERVE WORKERS

MORRISVILLE, Pa., May 12.—Cigar vendors are on location at the construction site of the Fairless Works here, new plant of the U. S. Steel Corporation, for the convenience of workers. Plant workers have been made to place the machines in permanent installations within the plant when it is completed.

Cigarmart Corporation equipment is being used.

New Bulk Item From H. K. Hart

UNION CITY, N. J., May 12.—H. K. Hart Confections has introduced a new hard-candy ball, with chocolate-flavored center, for the bulk vending trade. Running 2 1/2 to the pound, the candy is shipped in a mixture of six colors.

In tests the confections was found to be particularly suited for the bulk vending trade, according to Leo Leary, executive. In non-charm areas, too, it can be dispensed profitably at two for a cent. Cost per pound is 25 cents.

which vending service avoids."

Also covered in the report were conclusions reached as to the relationship between vending and wholesaling. Advantages of vending over wholesaling, it stated, are:

- "No accounts receivable, better turnover, leakage control, greater profit, greater consideration from customers, less men needed to operate and automatic rotation of stock."
- "Too, the jobber engaging in vending wins additional volume thru increased distribution and outlet."

Wholesalers with vending operators should keep separate books for the related enterprises in order to get a true profit-and-loss picture, the report emphasized. The criteria for a good vending operation should be kept of all machines and that separate collection bags be used to aid bookkeeping.

Rumor SuperVend Sale Now Near Completion

DALLAS, May 12.—Altho executives of the SuperVend Corporation could not be reached this week, trade sources estimated only a few details remain to be cleared up to complete a deal.

It was stressed by the same officials that failure to develop such a deal would not be limited to direct production of the new steel 1-cent coins. An order in council, requiring their production and providing for their initial distribution after July 1, will stand. The SuperVend operators will have to remove their electro magnets and the risk of collection of the new steel coins will not work, finance department officials stated.

Welch Frozen Juice Vender To Be Leased

NEW YORK, May 12.—Welch's dual-flavor cup vender will be leased to the company. The lease will be made public this week by Paul K. Halseid, manager of the Welch's Company's vending division. Outright sales are being by-passed to insure brand and product control and to reduce the financial investment of approved operators, he said.

Under the plan, operators will pay Welch \$22 a month per machine leased for a period of three years. The down payment per unit is \$88, Halseid said, representing fees for the first and last three months of the contract period.

After the three years are up, operators have the option to buy the venders outright at a "fair market price" to be determined by a third party. Should they wish to continue under the rental plan, however, monthly payments will drop to \$10.

Welch will begin deliveries of equipment from its plant in Silver Creek, N. Y., later this spring. A first run of 500 machines has been completed, and Halseid said he expected the entire lot to be placed by the end of the summer.

Details of the lease will be (Continued on page 82)

Gum Products Sell Locations Ballgum Unit

BOSTON, May 12.—Location selling, to the amount of \$100,000 in sales last year, has been quietly on the move in the bulk vending industry. "progress report" by Gum Products of East Boston this week.

The company, which produces an all-plastic jumbo ball gum machine to store owners for sale, is planning to expand its activities. Richard Rollins, vice-president, said that the company, a subsidiary of Gum Products, has placed 100,000 plastic ball gum machines in the Jaws Tease Vend, with a 361 one-inch ball gum capacity, the venders are manufactured for Gum Products by a firm in Lawrence, Mass.

Rollins reported that the company is also shipping the machines to Japan, the Philippines and Central and South America. The machines, in the States and abroad, they are sponsored by service clubs, he said.

SuperVend Sale Now Near Completion

involving the SuperVend three-drink cup machine. According to sources, the SuperVend Corporation is now in the final stages of a sale. The manufacturer of vending machines with headquarters in Madison, Wis., was dickering with Judge U. M. Miller, Jr., SuperVend principals for the three-drink

This marks the second time in recent months that location selling circles bowed over an impending sale of SuperVend. Earlier, Al Coca-Cola Co. of Chicago was rumored to have an "inside track" on the SuperVend sale.

Judge Miller and Mike Hammergren, president of SuperVend Sales Corporation—the national selling agent for the cup drink machine—were in Chicago last week for the sale of the firm have been in progress. Neither could be reached for comment on the rumor involving Coca-Cola, nor could Coca executives.

SuperVend principals for the SuperVend machine presumably would include the inventory of finished machines. The SuperVend machine was held by Texas Engineering & Machine Co. of Dallas. The TEMCO contracted to build SuperVend unit but is now engaged 100 per cent in war work.

BRAND NEW
LUCKY BOY VENDORS
\$9.75 Lots of 5 \$47.50
 Each Lot of 5
 1/2 Doz. 1/2 Doz. 1/2 Doz.
 Nut and Cheese Vendors
 2 1/2 lbs. 2 1/2 lbs. 2 1/2 lbs.
 1/2 Doz. 1/2 Doz. 1/2 Doz.
FREE
 5 LBS. NUT OR ROLL GUM WITH
 EACH MACHINE
NUVE MFG. CO.
 VALLEY STATION, KY.

BASEBALLS
SILVER-PLATED
 Big 3 1/2 inch size
\$9.50 per 1,000

EPPEY
 Samuel Eppey & Co., Inc.
 11-13 14th Place, Long 2-1, N. Y.

Charms
Paul A. Price Co.
 270 Broadway, New York 38, N. Y.

WANTED
PERFESSOR HOROSCOPE MACHINES
 Accurate, quality, price, condition
 PERFESSOR WICKING & VEND. MACH.
 25-28 4th Ave., L. E. City, N. Y.

From LITTLE ACORN'S
mighty INCOME'S grow!
ACORN'S
 The only completely die-cast vending machines
ALL-PURPOSE VENDOR
 • Vends all bulk nuts—nut, gum balls, candy, charms.
 • Vends all popular merchandise.
 • Turnover! High by top notch and bulky change only.
 • Unsurpassed economy—weighs less than 7 lbs.
 Featuring the sensational new
WHITE FLASH
BRUSH
HORIZON

WAK manufacturing co., inc.
 17411 Knightbridge Ave., Silver City, Calif.

FRENCH BOY POP CORN
Dispenser
 Sell popcorn warm and flavorful
 —keeps till warm—requires no heat. Let
 French Boy Dispensers go to work
 for you and enjoy automatic profits.
 Write for full information
 It means BIG PROFITS!
\$51.50
 A. O. & Chicago
 Pop your own corn at buy fresh,
 ready-to-heat popcorn from French
 Boy to Sales Dept.
A B C Popcorn Co., Inc.
 3440 W. NORTH AVE.
 CHICAGO 47, ILLINOIS

Now Is the Time To Think of . . .

BIG EKA
SUMMER
SALES
 for a
SOLID SALES IDEA
 See Page 53

Supplies in Brief

Crop Report

WASHINGTON, May 12—A favorable outlook for the production of farm commodities used in vending machine products is predicted by the Department of Agriculture. A sharp increase in plantings is estimated by the department for tobacco. Also a shrinkage is anticipated in plantings of sugar and peanuts, the yields are not expected to drop much below previous highs.

The Agriculture Department in the late forecast for 1951 predicted the planting of tobacco estimated at 1,764,000 acres, well over the 1950 average of 1,504,000 and the 1935-39 average of 1,647,000 acres.

Peanut Prospects
 Prospects for peanuts, picked and threshed, show 2,100,000 acres planted this year, compared with 1,658,000 acres for 1935-39 average, and 2,315,000 acres in 1950. Planting of peanuts alone is forecast at 2,616,000 acres, just under last year's 2,752,000 acres but above the 1935-39 average of 2,170,000 acres. The 1950 preliminary estimate of yields of peanuts, farmers' stock basis is 2,034,000 pounds, which is an all-time high, over 1949's 1,971,000 pounds. 1941's 1,475,000 pounds and the 1935-39 average of 1,229,000 pounds.

Sugar Average
 Prospective sugar beet acreage for 1951 is indicated at 887,000 acres, less than 1950's 900,000 acres. 5 per cent less than the average harvested last year but almost 15 per cent larger than the 10-year (1939-48) average, AS Department said. If the 1946-50 average yield per acre is attained, 12.6 million tons of sugar beets

would be harvested in 1951 compared with almost 13.4 million tons last year. "A decline in output of this size would have little effect on supplies available this year since beets from the 1951 crops will not be sent to processors until late this year," AS stated.

The total of 8,000,000 short tons (long tons) established by the Secretary of Agriculture as the quota to meet requirements of consumers in the continental U. S. is slightly smaller than the quantity marketed against quotas in 1950. Even the military purchases will be larger than last year, sufficient supplies are expected to be available to permit civilians to consume sugar at about the same rate per person as in 1950, to keep stocks at the present level and to maintain stable prices.

Beet and cane sugar have been declared exempt from the provisions of the General Ceiling Price Regulation. This action was taken because it was believed that the stabilization in sugar prices can be effected by action of the Secretary of Agriculture in controlling the marketing of sugar in the continental United States in accordance with the provisions of the Sugar Act of 1948.

The retail price of refined sugar in urban areas during the first quarter of 1951 averaged 10.1 cents a pound compared with 9.6 cents a pound a year earlier, according to Bureau of Labor Statistics.

Price Fix
 The United States by primary distributors during the first quarter of this year totaled 1,703,000 short tons (raw basis), almost 6 per cent larger than in the comparable months last year. Flow of sugar into consumption channels during the second quarter is figured to be seasonally larger than in January-March.

Cig Tax Pic Reeled in Govt. Study

WASHINGTON, May 12—Federal and State excise taxes on cigarettes have surpassed half of the total marketing margin every year since 1932 and amounted to more than the farm value of the tobacco and the sum of the marketing charges combined during the last 25 years, the Department of Agriculture revealed in an analysis.

The study is particularly significant at this time in view of the House Ways and Means Committee's current closed-door meetings on President Truman's proposed program for steep hikes in tobacco excises and other taxes. Also the Agriculture Department expressed no opinion in its research report, the implication is that federal and State governments are taking the large share of the bite from marketing margins of tobacco.

The study, titled *Marketing Margins for Cigarettes*, by Kathryn P. B. Agricultural economist points out that the 1935-39 average tax of 6.6 cents per package fell 3.7 cents for manufacturers and distributors from the total margin of 12.3 cents in the total margin of 12.3 cents in 1950. State taxes were 2.3 cents; federal taxes, 7 cents; and marketing charges, 1.9 cents.

Production of cigarettes rose from 3,000,000 a year at the start of the century to about 392,000,000 in 1950, the report states. More than three-fourths of the leaf tobacco manufactured into tobacco products in the U. S. has been used in cigarettes in recent years, the report set forth.

Brach Elections Shift 7 Executive Positions

CHICAGO, May 12—E. J. Brach & Sons effected changes in its official staff this week with the election of Frank V. Brach, executive vice-president, as president to succeed Edwin J. Brach, who was former chairman of the board.

Clinton O. Dicken, vice-president, was elected executive vice-president; Edwin O. Blomquist, vice-president, was elected secretary while retaining his first office, and Eard M. Kerwin, vice-president, was elected treasurer, also retaining his previous title.

Frank K. Gleason was elected vice-president in charge of general line sales, while H. H. Hawley was named vice-president in charge of syndicate sales.

TRY IT NOW!

Its Ability To Sell Gum Will Amaze You
 . . . Its Low Price Will Please You!

Northwestern

1c Selective TAB GUM VENDER

- ★ Big Capacity (Over 500 Pieces) 10 Column
- ★ Wide Selection, Tab Gum, Candy Coated Gum, Chocolate Bars, Fruit Chunks
- ★ Fast, Easy, Front Load Servicing
- ★ Positive, Simple, Fool-Proof Delivery
- ★ Tested and Proved on Location



IMMEDIATE DELIVERY

Wire, Write or Phone for Complete Details Today

THE NORTHWESTERN CORPORATION

519 Armstrong Street

Morris, Illinois

30 DAY MONEY BACK TRIAL

Northwestern

Order this sensational, new Northwestern venditor today. Guaranteed 30 days. If you don't agree that it Sells more than it takes time to serve, we'll return it and we'll refund your full purchase price plus freight, less 10% handling charge. You're nothing to lose now. For we will give another 30-day money back trial.

See everything the operator wants in a gum vending machine. Fast service, fast loading, fast change, fast delivery. Total cost a very low price. 100 per cent profit.

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Pistachios

3 SPECIAL GRADES
FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Plant and Harvest
Soldierly. The Best in the World.
DELICIOUSLY CRISP AND SWEET

Packed 5-lb. Mother-Pool Bags.
12 1/2-lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS
IN ALL TERRITORIES
WRITE US TODAY

ZALOOM'S
PISTACHIO
MACHINES

JOS. A. ZALOOM & CO.

America's Original Makers in Banking
and Selling of Pistachio Nuts

8 JAY STREET NEW YORK 13, N. Y.

MAKING 3-7646

Candy Bulk Ops Report

Continued from page 10

gloves, springs, castings and ratchets.

Favoring single-coin operation both as to insertion and making change, candy operators held that the dime bar was a better impulse item than the odd-cent item. Along this line trial dime operation received numerous votes of confidence with reports of good results from metropolitan areas especially.

Worker Benefits

A "get them—keep them" trend was evidenced on the employee level. Operator concern over future retention and replacement of workers maintenance help was seen as the basis for such thinking, which goes beyond the setting up of group insurance benefits.

Prep 12-Point Plan Hypocho Coca-Cola Biz

WILMINGTON, Del., May 12.—A 12-point program for increasing volume and reducing cost of local bottlers and also aimed at keeping the retail price at the "traditional nickel" a bottle was outlined to Coca-Cola company stockholders at the annual meeting by Veeva Rainwater Jr., Beaumont, Tex.

The plan included: (1) pushing a case rather than 6-bottle carton sales; (2) use of quart bottles rather than the 6-ounce; (3) inclusion of Coca-Cola on restaurant, hotel and train menus in addition to coffee, tea or milk; (4) advertising aimed at Negroes thru Negro newspapers and magazines; (5) campaign to have auto salesmen, department stores, hotels, give free Coca-Cola (6) develop 100 "mini-containers for armed services, schools, colleges, cafeterias, similar to restaurant coffee containers; (7) gift certificates; (8) develop theater concessions, such as New York light theater which usually serve orange juice between acts; (9) drive for juvenile with a TV show directed at young children; (10) lightweight case cooler to retail at \$25 for clothes, shoes, hats, boats, planes, hunting and fishing; (11) upped sales in railroad stations; (12) more TV and radio advertising.

Rainwater also recommended a stock split to encourage bottlers, employees and dealers to invest in the Coca-Cola Company. "More stockholders we have," he said, "the greater will be our sales."

Weich Vender

Continued from page 20

limited to cities in the Northeast or being being to ease fulfillment of Weich's service plan. The company has taken on George H. Thiers, formerly of Automatic Beverage Corporation here, as service manager. His department will assist operators in making initial installations and consult with them on technical problems as they arise in the field.

Operators will be urged to concentrate equipment in military camps and defense plants. Haislett stated. Contract terms permit pass on the suitability of proposed locations. It was noted.

Other contract terms require Weich to replace warranty vendor parts and assemblies should they prove defective during the warranty period. This contract contains a mutual 60-day cancellation clause.

600-Capacity

The Weich machine introduced at the Chicago trade convention last November, has a 600-capacity. Each of the two product containers is capable of stocking 300 units of frozen concentrate. A change-maker is standard equipment.

Haislett said Weich is underwriting a \$20,000,000 advertising campaign for 1951, including sponsorship of the "Howdy Doody" television show. He said grape is now second only to orange in consumer popularity in the frozen juice field.

The Weich vender will be exhibited at the Stevens Hotel, Chicago, May 17, during the Summer Market Convention.

common trend indicated was management's (operators') matured attitude toward such items as excursions, time off with pay (for emergency situations), better base salary and percentage arrangements. A big question mark that remained, however, was that when new workers had to be hired, what would be the caliber of such replacements?

Leading contenders for diversification moves of candy operators were in that order: ice cream vendors (holding a slight edge), malted milk, milk, cookie and penny gum machines. Bulk operators reported their diversification efforts were centered in coffee vendors, with sanitary napkin units also most mentioned.

Help Maintenance

In addition to help and equipment maintenance anticipated as major operating problems, both operator groups also pointed up the need for conservation of rolling stock, keeping commissions in line and better use of rented warehouse space. Higher cost for rented facilities precluded too large commitment for extra stock in all categories, leasing operator's claim.

On the good news side of the report, candy operators including Coca-Cola's industrial subsidiaries pointed to 5 to 45 per cent weekly dollar volume gains in recent months in such spots compared to early 1950. Bulk operators cited weekly volume increases ranging from 5 to 20 per cent in similar spots.

NCA Announces

Continued from page 10

Tuesday luncheon. An 8 p.m. session will discuss candy production in a mobilization economy.

Wednesday sessions, starting at 10 a.m. (as will the Thursday meetings), will begin with employer-employee relations in a mobilization economy, followed by candy's role in a mobilization economy.

Carrying thru the convention's mobilization for money theme, the closing session will discuss candy economics under such conditions, with Office of Price Stabilization officials on hand. The Quartermaster General of the U. S. Army, Maj. Gen. Herman Feldman, will explain such activities with the army on how they apply to confectionery.

WRITE FOR CATALOG

On Bulk Vendors, Manufacturers

COPPER CHARMS

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DuGrenier Hits

Phila. Stops

PHILADELPHIA, May 12.—Although it had been virtually impossible until recently for location owners to purchase a standard make cigarette vending machine, the bars are now down and taverns, hotels, restaurants and other possible locations here are now being solicited to purchase Arthur H. DuGrenier, Inc. manual and electric machines.

Machine sales are being handled by tobacco jobbers who supply the location owner with cigarettes for the machine at the prevailing wholesale price. Eastern tobacco jobbers, such as D. Deodati & Sons here, are selling the DuGrenier equipment on time, and in return for the cigarette business, provide free service to keep the machine in operation at all times. Entire profit of the machine goes to the location owner with the jobber interested only in continuing the sale of cigarettes.

Rosenfeld Buys Standard Vendors

CINCINNATI, May 12.—Richard L. Rosenfeld Tuesday (8) purchased the portion of Standard Vendors, formerly owned by Eastern interests, and assumed the post of general manager for the firm in the Greater Cincinnati area. He plans an extensive expansion program.

Standard services and supplies vending machines in movie theaters and other locations in this area. New officers in the reorganized firm are George Ritch, president; Rosenfeld, vice-president; and Harold Janecyk, secretary-treasurer. Rosenfeld is widely known in the movie industry thru his association with the William Bien Theater Circuit.

Pitch DuGreniers

Continued from page 10

Grenier equipment is to guarantee free service indefinitely, as long as the location continues to buy cigarettes from the jobber.

After expiration of the six-month, free-service period, Direct Vending may offer stockholders a yearly service contract. Costakon has a survey among location owners has found them receptive to a \$25-\$35 annual fee for the service.

Negotiations are under way with a local tobacco jobber to supply Direct Vending customers with cigarettes, he said. But this would be at the option of the location. Ritch indicated that a deal may be made later with a direct cigarette buyer whereby Direct Vending would realize a small sub-jobbing profits.

Standard own-your-own arguments are used in promotional literature. "Why give 90 per cent or more of your cigarette machine profits to someone else," queries the current mailer.

Cite Boom Bev

Continued from page 20

and labor costs. And because the bulk of motels must rely upon seasonal business, they cannot afford to invest extra dollars in eating quarters and equipment. The answer, agreed to by the greater number of such restaurants model proprietors, is installation of a variety of vending equipment, with the accent on various types of snack units. Taking up little space, the machines pose no installation problem and are the source of an added income that would be entirely denied the motel in their absence.

Capping the anticipated motel move for drink operators is the report from recognized trade agencies and many Chambers of Commerce that this summer will see record high tourist travel on the nation's highways.

During the past year, he said, Pepsi's source bottle for a single premise consumption has found increasing public favor.

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Chicago

World Wide Distributors' headquarters continue to be a beehive of activity. Sales Manager Len Micon reports. Two new game lines are being developed by Biler and Williams Super World Series, and two more are being developed, he pointed out. Owner Al Stern and Weston West, one of his sales staffers, also noted stepped-up trade in used shuffle games to date comparatively new to this type of equipment. Micon said that the firm is now making regular deliveries on Rockwell's new game model Rockwell, as well as the 78 r.p.m. version. One of the hot items in World Wide treatment is the Betty Ross sewing machine.

At Bally Jack Nelson and George Jenkins have been in the game for a firm's new baseball game, inquiries were pouring in from all territories, they said. Art Gervay was on the way back to his New England territory after being in Dayton, O. Dan Moloney was in Baltimore on business for a few days. Among the firm's visits were Ray Moloney and Herb Jones was Herman Paster, Mayflower Distributing Company, St. Paul.

Herb Perkins, Purveyor Shuffleboard bank, was getting ready for a trip to California. Perkins has his right-hand man Tom McNeil reported a host of visitors in to see firm's new line of game pinballs, shuffle games and premiums.

United Manufacturing officials were running out shipments of the new five-ball game A-B-C last week as one of the firm's top distributors. Billy DeSelm, general sales manager, says the game is coming up to the greatest roller up during the test period. Also busy getting the new game now out as fast as possible is Al Durand, president, Herb Outters, controller, and Ray Bortling, First Distributors.

Frank and Joe Kline made their first mailing last week to operators, announcing the firm's appointment as rep for Chicago Coin's Hit Parade phonograph distributor. Kline reported a response to the unit from Illinois and Indiana operators who visited the firm's headquarters last week. The coffee bar now features a series of pictures of many operators. Mal Paul, head of the premium division, says fishing is one of the new top items of game locations.

Clyde Nemeroff, Monarch Coin exec, reports business on the coast following the start of warmer weather here. Nemeroff said operators are getting a big reporting brisk play on their equipment. Meanwhile he is planning a series of trips for the Evans Constellation in the Indiana territory recently assigned his firm.

Sir Enterprises is now in production on its Genii Switch, juke

box play promoter, Max Sparks, president, announced. While a number of national advertisers are contacting Sparks to use the Genii switch to promote their products, Sparks says the final word on the unit will be determined by the operators. Tests are now planned here and in Milwaukee and at least one city in Florida.

H. F. Dennison, president of Dennison Sales, reports the firm has been contacted by the City of St. Louis. The new space in the city is being used for warehousing facilities. Dennison expects to announce a new item in the game field in the near future.

Vince Shey, who resigned as president of Bello-Matic early this year to set up his own business, gets underway Monday (14) at 2280 North Western Avenue. He will specialize in music equipment. Grant Shay, who left the name firm, where he was vice-president in charge of advertising, now has his own agency, Charley Shay Advertising, Inc., 1210 N. W. Music exec, is recuperating in a local hospital after suffering a stroke last Friday.

Marvel Manufacturing reports stepped-up production on its E-Z-Box conversion unit, due to operators' requests for the unit from all parts of the United States. W. Muenstern, president, said shipments are being made fast and that orders are being filled as quickly as possible.

Ben Cowen, head of Cowen Distributing, and Mrs. Cowen were among those attending the funeral of Al Smith, president of the firm, Wednesday (9). Ben reports he was forced to resign as distributor for the firm's Hit Parade due to the fact he was visiting all the time to the Wurlitzer phonograph distributor, which he is now handling by the org. Harold Saul, president of M. J. M. Distributors, is mourning the death Monday (7) of his mother, Mrs. Al Smith. M. J. M. Automatic Music, is back from a New York Caroling tour.

Leo Boyd Jr., a former U. S. Air Force pilot, is attending the University of Miami. He has bought a private plane and flies here and there to visit his father, who is now in the U. S. Air Force. Boyd is now in the U. S. Air Force. Boyd is now in the U. S. Air Force.

George, 16-year-old son of Adam Ben Smith, will attend Princeton University in the fall. Ben Smith, president of the firm, is now in the U. S. Air Force. Ben Smith is now in the U. S. Air Force.

Michael Reese Hospital Monday (14) will be the scene of the funeral of Michael Reese, president of the firm, who died last week.

The new Five-Star game at Universal Industries drew a host of out-of-town customers to the firm's three other offices in the city. The firm's three other offices are in the city. The firm's three other offices are in the city.

Harold Saul, Coeur Distributors, is now in the U. S. Air Force. Harold Saul is now in the U. S. Air Force. Harold Saul is now in the U. S. Air Force.

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the New York Telecon Corporation, setting up several new automatic "laundrette" self-service shops in the city.

Fashion show staged for the Teen Club, sponsored by the firm Wenzel, department store, for the first time. The setting of a music machine and a vending machine. Fashion pages were used in the magazine. The firm is now making regular deliveries on Rockwell's new game model Rockwell, as well as the 78 r.p.m. version. One of the hot items in World Wide treatment is the Betty Ross sewing machine.

At Atlantic City, the amended ordinance governing the resort's mercantile tax provisions includes self-service automatic laundrette for the first time. New measure, to become effective July 1, calls for a \$50 annual license.

New York

Mrs. James Mullen, widow of the owner of Mullen Music Company, has sold the juke route to the business. The firm is now making regular deliveries on Rockwell's new game model Rockwell, as well as the 78 r.p.m. version. One of the hot items in World Wide treatment is the Betty Ross sewing machine.

Sid Mittleberg, youthful tipper of the firm's Hit Parade, has been in the U. S. Air Force. Sid Mittleberg is now in the U. S. Air Force. Sid Mittleberg is now in the U. S. Air Force.

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H. Gaylord, head of Gaylord Manufacturing Company, is planning an expansion for his firm, which manufactures a new, novelty ball game vender. New capital will be placed in the company to develop the machine. The firm is now making regular deliveries on Rockwell's new game model Rockwell, as well as the 78 r.p.m. version. One of the hot items in World Wide treatment is the Betty Ross sewing machine.

Mercurio J. Feldman, head of Como Manufacturing Company, and his wife are scheduling a gala party June 17 to celebrate their silver wedding anniversary.

Los Angeles

Lorraine and Al Cicero, of Santa Maria, in town shopping for furniture for their new den and for new machine equipment. ... Aaron Jefferson, of Riviera, back on coin row following a successful fishing trip. ... Ben Corbillion, operator, has recuperated from a recent illness and is visiting John and Mary. ... Ben Corbillion, operator, has recuperated from a recent illness and is visiting John and Mary.

Joe Linn, operator, is slated for a trip to the hospital. However, it has been delayed until he recuperates from a recent illness. ... Joe Linn, operator, is slated for a trip to the hospital. However, it has been delayed until he recuperates from a recent illness.

Jimmy Humes, of Desert Music Company, is now in the U. S. Air Force. Jimmy Humes is now in the U. S. Air Force. Jimmy Humes is now in the U. S. Air Force.

Leo Boyd Jr., a former U. S. Air Force pilot, is attending the University of Miami. He has bought a private plane and flies here and there to visit his father, who is now in the U. S. Air Force. Boyd is now in the U. S. Air Force.

George, 16-year-old son of Adam Ben Smith, will attend Princeton University in the fall. Ben Smith, president of the firm, is now in the U. S. Air Force. Ben Smith is now in the U. S. Air Force.

Michael Reese Hospital Monday (14) will be the scene of the funeral of Michael Reese, president of the firm, who died last week.

The new Five-Star game at Universal Industries drew a host of out-of-town customers to the firm's three other offices in the city. The firm's three other offices are in the city. The firm's three other offices are in the city.

Harold Saul, Coeur Distributors, is now in the U. S. Air Force. Harold Saul is now in the U. S. Air Force. Harold Saul is now in the U. S. Air Force.

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set-up will feature hillbilly, Western, rhythm and blues and polka records.

Manous, Capital Records distributor, who recently moved to Brentwood, in 19 months changed his shipping department completely. The main office from second to the first floor, and the new office into one large office, installed new racks, and renovated.

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Vital Statistics

Deaths

Samuel Shapiro, 50, a 20-year veteran in the coin business, at Mayo Clinic, Minneapolis, following an operation. About 1940 he was one of the top ops in Allegheny County, employing 10 persons and operating five trucks, as Shapiro's Novelty Company. Survived by widow, daughter and a son, Mickey, who was operating with him in the business.

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Allied Expands

CHICAGO, May 12.—Allied Coin this week completed negotiations for new headquarters and will move next week to 786 Milwaukee Avenue. In its new quarters, firm will have offices, showrooms, warehouse and service departments. Separate showrooms will be used for its new and used games and premiums. Allied topers are Vic Weiss, Bill Knapp and Julian Crum.

**SAFE
PLAY!**

Play it safe on any location. Lead off with a solid hit with Evans' Constellation Phonograph!



Constellation delivers flawless performance in all departments... handles every play perfectly... answered to the peak of playing condition. Constellation never remains idle on the bench, but stays on the ball to give you and the fans a new hit every time! Moreover, Constellation works for less... assures you a bigger than ever share in the big office!

Your operating will be safe if you play it safe with Constellation. See your Evans Distributor or write Factory Direct.

SEE EVANS' PROFIT STIMULATOR ON PAGE 95

Detroit Gets Shuffle Meet

Continued from page 19

play must be made open and available to any sportsman who may desire to participate," he said. "It is the aim to expand, rather than limit, the scope of the game. We therefore welcome all players and teams, whether or not they have played in other restricted or semi-

restricted tournaments, to enter this tournament so that the whole country may see and appreciate the interest in table shuffleboard." Promotional program was being placed in operation this week, with Fred W. Chlopan, executive director of DSA, slated to visit other shuffleboard centers and extend personal invitations to participate. The Detroit Convention and Tourist Bureau, sponsored by the major industrial and mercantile organizations in the city, is co-operating.

Trophies, Prizes

Trophies and large cash prizes are to be awarded. Admission tickets will be 25 cents. Multiple door prizes will be awarded. Refreshments and food will be available in concessions adjoining the competition halls.

Details are being handled thru the DSA by John C. Westerdale of Shuffleboard Secretarial Service, 10301 West McNichols Road, Detroit. This service will also act as manager of the tournament.

SSS Functions

SSS furnishes special services necessary for the operation of the local leagues. It was established as a separate business entity, with bonded collectors, responsible for distribution of the prize money. Printed copies of all standings and schedule information are issued by the org. The SSS serves as a clearing house for all league activity.

DSA officers include President Michael Benson, Vice-President Barney Burke and Secretary Charles Friedenberg. Directors include Joseph Brilliant, Marie J. Feldman, Dale Sauve and Tom Dewberry.

Deliver Bally

Continued from page 19

President and director of sales, said the game's appeal stems from its easy-to-understand playfield and the speed of play of one or up to six concurrent games. He added that with Bright Lights, Baseball and Turf King in simultaneous production, material allocations will limit the volume output of all three games.

Merchandising Music

Continued from page 85

every eight to 12 months, he not only increased income, but in some cases actually turned these locations into first-class shops. It takes a little extra effort, Lake said, but it pays out in the long run.

MORE ABOUT DISKS...

Two California operators also had a few words to say about the record situation last week. W. D. Downing, Downing Music Company, Fresno, thinks the record manufacturers should place more hits back-to-back. He says more and more phonographs now play both sides of the records, and therefore, buying records with two money-making sides becomes imperative.

LAWRENCE HEARN, Los Angeles operator, says "the only, and the best way to make money operating) and to keep a spot hot" is by maintaining current top tunes on the boxes at all times. Hearn's sentiments were also voiced by many other ops, who reported the extra effort and

Juke Promotion

Continued from page 85

visual promotion for the broadcaster on their boxes in exchange for consistent plugs via the aircr.

Tele Plugs

That the promotion tested by operators has an effect on the weekly grosses has been proven in most cases. In cases where a disk jockey has plugged a certain disk for an operator, the play on that player has jumped considerably. By promoting his own boxes, the operator who ties in with radio, newspaper, tele or other media also has helped the entire field in his area. Thus a growing trend towards co-operative promotional programs is now being noted.

Additional promotion of the music field in the Northwest will be one of the major topics to be aired at the six-State convention scheduled in Sioux Falls this summer. Mike Imig, president of the South Dakota Photograph Association, said this week.

cost involved in keeping closer tabs on the disk situation and changing the records to keep the money-makers in the boxes at all times, helped offset the drop on grosses due to such factors as television, weather and the times.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

U. S. DEFENSE CONTROLS AGENCIES ISSUE REGULATIONS. Several groups publish instructions affecting amusement industry (General Department).

DISKRIKES IMPOTENT AS PIRATES MUSCLE IN. Bootleggers become major headache to legit operators (General-Music Departments).

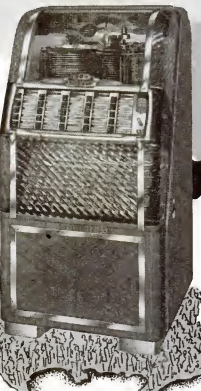
"WALTZ" TOPS ALL MODERN POPS \$8. "Tennessee Waltz" hits top with 4,800,000 disks and 1,100,000 sheets (General-Music Departments).

IN-AGAIN-OUT-AGAIN DISK BIZ. Vaughn Monroe clicks with three hits after two years of also-runs (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Model 1432—either 78 or 45 RPM

the old love...
still the true love
of operators all over the
world. Since 1935 most
dependable Phonograph
of them all.



The Heart of the Rocket Phonograph
—the dependable Rock-ola cam.

Holds the secret of
its long life and
efficient operation.

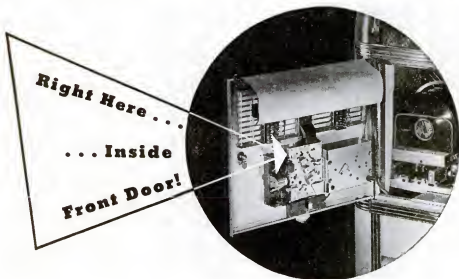
See the new
Rock-ola 51-50 Rocket
at your Rock-ola Distributor Today!



ROCK-OLA MANUFACTURING CORP. 800 N. Kedzie Ave. Chicago 24, Illinois



Where's the Slug Rejector?



Here's the slug rejector—right inside front door—waist high—the most convenient, time-saving spot of all! To get at it you don't have to grunt, stoop over, tear your clothes or throw your arm out of joint. Scavenger is built right into it—simple and positive in operation. The A M I record changer and coin mechanism keep service calls down to a negligible minimum—but for routine checking on regular calls we have placed the slug rejector in the handiest location of all—right inside front door!



Fast front door servicing makes the A M I Model "C" a gem of a music machine always in tip top performing condition because it's so easy to get at, so sturdy and strong that it seldom requires a special service call.

★ "C" operators sleep soundly every night! ★

AMi Incorporated

General Offices and Factory: 1500 Union Ave., S.E., Grand Rapids 2, Mich.

Chicago Coin's "Hit Parade"



5c-10c-25c TRIPLE
ENTRY DROP COIN
CHUTE. MOST EAS-
ILY CONVERTIBLE
TO 2 PLAYS 10c—
5 PLAYS 25c OR
1 PLAY 10c—3
PLAYS 25c.

PEDESTAL
STAND
OPTIONAL

THE MOST PROFITABLE,
ECONOMICAL & BEAUTIFUL
PHONOGRAPH
EVER DESIGNED

EYE-APPEAL
The interior lighting effect of "Hit
Parade" is a shimmering array of
colors, reflected from gleaming
"Apollo Metal" surfaces. A large
narrow bulb provides the illum-
ination in a manner that rivals the
"Jumbo" phonos.

A MEDIUM-SIZE PHONOGRAPH FOR EVERY LOCATION!

Smaller than a "Jumbo" and larger than a "midget," the "45 Hit Parade" fits into any size location. In a large tavern "Hit Parade" stands out. . . In the corner "hamburger joint" it fits snugly into place. . . And, in neighborhood shops that are neither large nor small, its medium size is perfect.

SEE "Hit Parade" AT YOUR DISTRIBUTOR OR WRITE TO
CHICAGO COIN FOR DETAILED COLOR FOLDER

CHICAGO COIN MACHINE
COMPANY

1223 DIVERSITY BOULEVARD
CHICAGO 16, ILLINOIS

Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST
LABEL AND NO. TUNES
COMMENT

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
50-59 POOR

Continued from page 38

CHILDREN

SUE BENNETT-ARTHUR MALVIN
The Little Cowgirl (Parts 1 & 2) 75--75--75--NS
YOUNG PEOPLE'S RECORDS YVP-82—The pre-school girls, it seems, are just as familiar with the cow-puncher as we are. For the former poppets, even, this story of a little cowgirl should be a hit.

TOM GLAZER

Let's Go to the Redden (Parts 1 & 2) 77--77--77--NS
YOUNG PEOPLE'S RECORDS YVP-352—Four airtight Glazer tunes blend nicely into a well-produced sound picture of the rodeo.

LATIN AMERICAN

LUIS ARCAZARK ORK
Sombra Verde 65--68--64--64
VICTOR 23-1688—Maestro Arcazark blows the ark there a lovely, original ballad in a Miller-style pop arrangement, the waltz is in Spanish.

Arcazark Mambo 78--79--79--77
Luring and swinging leads into a rocking mambo instrumental well-suited to the American mambo set.

MACHITO ORK

Ay Que Mate 75--77--75--73
COLUMBIA 34348—Typical of Machito's Afro-Cuban swing is this waltz number. (One here material.)

Ca-Boom Pa Pa 75--77--75--73
More of the same here, the all a somewhat faster tempo.

HOT JAZZ

BUNK JOHNSON (Yerba Buena Jazz Band) 70--69--74--68
Age in the Hole 6000 TIME JAZZ 34—One of a batch of previously unissued Bunk Johnson sides issued in San Francisco in 1948. It's a fine New Orleans side, with a raffish swing by Clancy Hayes, grand here by the old man and a related best.

2:19 Blues 67--66--71--65
Hayes chants lines made famous by Jelly Roll Morton in "Mardi's Blues" and his sound recalls Jelly Roll here. Johnson plays fine blues here.

FIREHOUSE FIVE PLUS TWO

Sweet Georgia Brown 63--65--63--61
GOOD TIME JAZZ 33—The Coast crowd turns out a sampling of its authentic southern blues, with a group vocal in the style of the White-men Rhythm Band.

Lonesome Mama Blues 63--65--63--61
They knock out a blare in their stylized, cold manner. Group is best when they're kidding, but they're serious here.

SACRED

GEORGE BEVERLY SHEA (Huge Winterhalter Ork) 80--80--80--NS
Be Still, My Soul 20-1223—The theme from Silhouette "Falsified" is given a religious lyric and sung with the proper devoutness feeling by the excellent Mr. Shea. The Winterhalter ork and chorus add a lovely cathedral sound.

If You Forget the Lord 78--78--78--NS
Apollo State demonstrates a set of fine pipes on another lovely religious work. The Winterhalter ork and chorus lend a heavy assist on this one.

TOMMY MACNESS (His Tennessee Beddies) 75--76--74--NS
When I Safely Reach That Other Shore 1000-1—Fine line for the excellent Macness in this down-home sacred singing with a touch of the spiritual sound.

Jesse Will Save Your Soul 75--76--74--NS
Same sentiment.

RHYTHM & BLUES

Continued from page 23

HAPPY JOHNSON (Quintette-Dan Grissom) 60--60--60--60
You'll Always Have the Blues

MERCURY 823—Come please join the blues on this up blues, featuring the excellent of Grissom, one-time Jimmy Lunenburg vocalist. Lyrics is hard and uncompromising.

Boogie 'Round With the Blues 50--50--50--50
Machito's boogie instrumental.

ELLINGTONIANS-AL HIBBLER 77--77--77--77
Stardust

MERCURY 1065—Hibbler turns in a potent vocal on the standard, backed by a crew of star sidemen. Singing is muddy, but the warbler sings strong enough to compensate.

Homeysuckle Rose 50--50--50--50
Hibbler has difficulty with the rhythm standard.

THE BEAT BOYS

For the Root of My Life 83--83--83--83
SWEET 4020—The Beat Boys' bright rings the bell with a blarney, set off by a vocal on a lively new ballad, backed by a bass, drums and guitar—the latter furnishing a wonderful mood.

It Would Take a Million Years 70--70--70--70
SWEET 4021—Another blarney song, set off by a blarney ballad.

ROY MILTON (His Solid Sevens) 74--74--74--74
It's Later Than You Think

SWEET 4022—Bluesy bluesy swing, with fragmentary vocal spots by the leader.

The Numbers' Blues 73--73--73--73
Roy gives a medium blues with his numbers ballad.

PERCY MAYFIELD 84--84--84--84
Nightless Lower

SPECIALTY 4023—Mayfield projects strong on this mood-beat blues ballad, a telling touch of material tranquility performed.

What a Feel I Was 82--82--82--82
Another telling job much in mood of tip.

RED JULIAN ORK 74--74--72--75
New Role in the Wall

INTERNATIONAL 955—Warbler takes a moody blues with excellent promotion. Material is good, but not all stars.

Red Spring Boogie 45--45--45--45
Warbler takes a moody blues on this attempt at a jump blues.

RED JULIAN QUARTETTE 45--46--45--47
Cubano Boogie

INTERNATIONAL 956—Instrumental quartet does a blues-in-erumba solo; recording is dingy.

Cabo Libre 45--46--45--47
Quartet. Alexander & Quartet.

ROY BROWN 74--74--73--75
Beautiful Blues

DELUXE 3312—Brown and boys knock out a tight moody blues at jump tempo. Arranging is not all stars.

Wrong Women Blues 85--85--85--85
Brown and boys knock out a magnificent slow blues cut, building to a moving climax.

ARTIST
LABEL AND NO.TUNES
COMMENT

RECORD
COUNTRY
COUNTRY
COUNTRY

ANNISTEN ALLEN

Happy Girl Alone
FEDERAL 12029—Trashy drive up with bluesy feel, as combo music has a back.

74-74-73-75

Tom Long

Get together with an effective slow blues.

74-74-73-75

MORRIS LAKE

S. O. S. Return
APOLLO 505—Good backing of combo instrumental, featuring a slow blues and rhythm making an easy medium beat.

76-78-76-74

Blue jeans

Another crisp instrumental but a new pattern as this.

76-78-76-74

HELEN FOSTER

Little Blue Eyes
TENNESSEE 113—Trashy with punchy, fresh quality plays a shure blues and rhythm making an easy medium beat.

73-73-73-73

I Got a Big Fat Daddy

After all parents strong and clear, but this jump novelty material is a novelty and unexpected dance to the blues.

66-66-66-68

JOE TURNER (Vane Walls) O.K.

After My Laughing Came Tears
ATLANTIC 133—Trashy but artistic in strong show-like style is long and resonant as it sits on this strong bluesy ballad, with some piano by Wally's blues coming back.

77-77-77-77

Chiles of Love

Turner built out an effective slow blues in great style, with piano and combed pointing of the music.

82-82-82-82

JOE MORRIS & ORK

Midnight Grinder
ATLANTIC 134—Good backing of medium blues, instrumental with a solid groove having undulating ballad in the way for a solo.

80-80-80-80

Love Fever Blues

Jump blues, a slow blues in beautiful style.

74-74-74-74

STICK McKEE & HIS BUDDIES

One Monkey Don't Stop the Show
ATLANTIC 135—Good backing of medium blues, instrumental with a solid groove having undulating ballad in the way for a solo.

80-80-80-80

Blue Barrelhouse

Another jump instrumental in slow drive style highlights backed out loud guitar and Tommy Toney's harmonica for a few solo.

80-80-80-80

THE CARDINALS

Philly Love Me
ATLANTIC 136—New quartet with a big penetrating sound, blues in beautiful medium blues.

70-70-70-70

She's I Know

Group built with a mellow tone ballad style, featuring a fine playing voice and excellent harmony in back. This one could score.

85-85-85-85

TAMPA RED

Early in the Morning
ATLANTIC 137—Good charts on a crisp-cut medium blues with combo members, a light baroque ballad.

69-70-70-66

She's Dynamite

Another jump instrumental in slow drive style highlights backed out loud guitar and Tommy Toney's harmonica for a few solo.

76-76-75-77

ESKINE HAWKINS ORK (Ace Harris)

Love Never Comes Around Like a Wave
CORAL 1649—Good charts with a mellow tone ballad style, featuring a fine playing voice and excellent harmony in back. This one could score.

80-80-80-80

The Larks

Let's Say a Prayer
APOLLO 118—The vocal group exhibits a real blend in a low-key, ballad style.

66-68-65-65

My Revere

Another jump instrumental in slow drive style highlights backed out loud guitar and Tommy Toney's harmonica for a few solo.

71-72-69-71

AL RUSSELL (De-Ro-Me Trio)

No More Dreams
ATLANTIC 138—Good charts with a mellow tone ballad style, featuring a fine playing voice and excellent harmony in back. This one could score.

75-76-74-75

I Want To Be With You Always

Another jump instrumental in slow drive style highlights backed out loud guitar and Tommy Toney's harmonica for a few solo.

80-80-80-80

COUNTRY & WESTERN

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● Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. In some cases information supplied on advance by record companies only. Records of these manufacturers voluntarily supplying information are listed.

CHILDREN

Continued from page 35

Time-R-R (Parts 1 & 2)—Tommy Toney & His Wailers—Howard Hopkins Young People's Records 7504

Wailers' Top the Hot—Young People's Records 7504

Hot Jazz
The Hot Jazz—Young People's Records 7504

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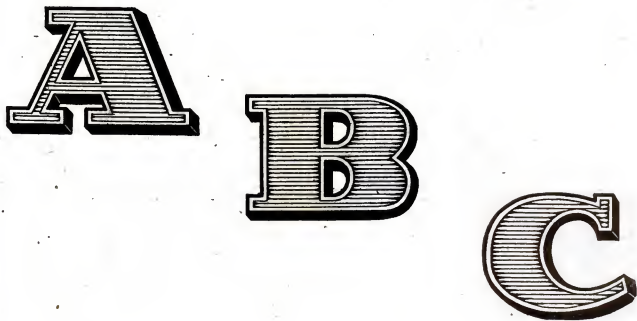
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Skillfully shot fifth ball can turn defeat into sudden victory ... or boost a medium score to important totals. And every ball counts. Balls that are not shot turn scolding-boles return to player for free shots.

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Walk up and start playing! You get the idea in a minute ... and keep on playing for hours!

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play ... big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE to score!

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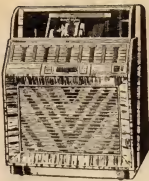
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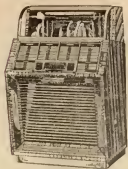


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